

UNIVERSITY OF NORTH TEXAS STYLEGUIDE

The first reference source for University of North Texas style is the *Associated Press Stylebook*. For some documents that are more formal or longer (more than 13 pages in length), *The Chicago Manual of Style* may be used. For material not covered by the *AP Stylebook*, use Webster's New World College Dictionary for spelling, style, usage and foreign geographic names.

Although much of the material below is covered in the *AP Stylebook*, this guide is a quick reference for items that are used or misused frequently or are exceptions to AP. Specific guidelines at the end cover punctuation, music titles, social media and web styles, and photography credits.

NOTE: Because materials are written for different audiences, areas within the Division of University Relations, Communications and Marketing sometimes use different styles, noted as exceptions throughout the guide. *The North Texan* alumni magazine and *UNT Research* magazine are produced by the publications area. Materials produced by the marketing and advertising areas include ads, viewbooks and other student recruitment publications. The news area writes news releases for the media, and the web and social media areas cover content on websites, Facebook, Twitter and Instagram.

A

- **@** — When referring to a twitter handle in text, use only @, not at @: *Tweet us @NorthTexan to enter the contest.*
- **AA/EOE/ADA** — Included on publications in place of the university's full nondiscrimination statement when space is limited. The letters stand for affirmative action, equal opportunity employer, Americans With Disabilities act.
- **academic year** — Runs from the beginning of the fall semester through the end of the summer terms. Use two digits only on the second year: *How did the 1965-66 academic year compare to the 2015-16 academic year?*
- **accommodate** — Spelled with a double m.

- **Aces of Collegeland** — 'Fessor Graham's early dance band. **Collegeland** is one word.
- **acronyms** — Do not automatically follow names of organizations with acronym in parentheses; use acronym on subsequent references only if the meaning is clear. Certain well-known acronyms are acceptable on first reference, such as NASA, FBI. (**Exception:** Social media uses acronyms on Twitter due to space constraints. Marketing includes FAFSA in parentheses after first reference to the Free Application for Federal Student Aid.)
- **ACT** — Do not spell out to refer to the previously designated *American College Testing*. No periods.
- **addresses** — **Street, avenue** and **boulevard** are abbreviated with a numbered address (**St., Ave., Blvd.**) but spelled out when part of a formal street name without a number: *The house is on Avenue A. The address is 111 Ave. A.* Lowercase and spell out when used alone or with more than one street name: *First and Second streets.* (**Exception:** Social media may omit words like **street, avenue** and **boulevard** on Twitter.) The format for UNT addresses is:

University of North Texas
Name of Office or Division
1155 Union Circle #xxxxxx
Denton, TX 76203-5017
- **advisor** — Not **adviser**.
- **affect, effect** — **Affect** means to influence: *Your attitude will affect your performance.* **Effect** as a verb means to cause: *His policies will effect change.* **Effect** as a noun means result: *They could see the drug's effect.*
- **African American** — No hyphen. Acceptable for an American black person of African descent. The word **black** (lowercased) is also acceptable, but the terms are not necessarily interchangeable. Follow a person's preference or, for statistics, match ethnic reporting category.
- **ages** — Always use figures regardless of the age; ages expressed as adjectives before a noun or as a noun substitute use hyphens: *He was a 30-year-old man with a child who was 3 years old.*
- **Air Force** — Uppercase when referring to U.S. forces: *the U.S. Air Force, the Air Force.* Do not use the abbreviation USAF.

- **all right** — Never **alright**.
- **alphabetize** — Put items or names in text and tables in alphabetical order unless there is a reason for another order.
- **alumnus, alumni, alumna, alumnae** — Use **alumnus** when referring to a man who has attended a school and **alumna** when referring to a woman who has attended. The plurals are **alumnae** for a group of women and **alumni** for a group of men or for a group made up of both men and women. The abbreviations **alum** or **alums** also may be used in informal references. The word applies to students who attended as well as to students who graduated. May also use **former student** for someone who attended, or **graduate** for someone who earned a degree.
- **a.m., p.m.** — Lowercase with periods. Avoid the redundant *11 a.m. in the morning*. Use **noon** and **midnight**, not 12 a.m. or 12 p.m. (See social media guide for their exceptions.)
- ***America's 100 Best College Buys***[®] — Uppercase, italic, with a registered trademark symbol at the end when referring to UNT's designation by Institutional Research & Evaluation Inc.
- **American Indian** — No hyphen. Some individuals prefer **Native American**. Match ethnic reporting category for statistics. Use **Indian** only to refer to individuals from India.
- **among, between** — **Between** introduces two items and **among** introduces more than two.
- **ampersand (&)** — Not used in place of **and** unless it is part of a formal name or composition title, such as *Denton Arts & Jazz Festival* or *U.S. News & World Report*. (**Exception:** Marketing sometimes uses ampersands due to limited space, and social media may use them on Twitter.)
- **annual** — Lowercase when used to describe an event: *the third annual Conference on the Status of Women*. Do not use **first annual** but note if the sponsors plan to make it an annual event.
- **anybody, any body, anyone, any one** — One word for an indefinite reference: *Anyone could do it*. Two words when the emphasis is on singling out one element of a group: *Any one of us may be the culprit*.
- **apostrophes** — Use smart apostrophes ('), not straight marks or hash marks. Before a degree year, to force an apostrophe rather than an opening single quote mark on a PC, press the alt key while typing 0146: *John Doe ('14, '16 M.S.)*. (**Exception:** For the web, use hash marks.)
- **app** — Short for **application**, acceptable on first reference.

- **Army** — Uppercase when referring to U.S. forces: *the U.S. Army, the Army*. Lowercase the forces of other nations: *the French army*.
- **artwork** — One word.
- **artwork titles** — Italicize names of artwork.
- **associate degree** — No possessive.
- **athletic director** — Not **athletics**.
- **author** — Do not use as a verb.
- **awhile, a while** — *She plans to sleep awhile. She plans to sleep for a while.*

B

- **baby boomer** — Lowercase, no hyphen.
- **Bachelor of Arts, Bachelor of Applied Arts and Sciences, Bachelor of Business Administration, Bachelor of Fine Arts, Bachelor of Science** — Abbreviate as B.A., B.A.A.S., B.B.A., B.F.A., B.S. If the name of the specific degree isn't needed, **bachelor's degree** or a **bachelor's** is acceptable. Uppercase specific names of degrees; lowercase majors unless they are proper nouns: *a Bachelor of Arts in history*. (**Exception:** News lowercases specific degree names and does not use degree abbreviations. Marketing and social media uppercase majors.)
- **back up** (v.), **backup** (n. and adj.) — *He keeps forgetting to back up the hard drive. She made a backup five years ago. They need a backup plan.*
- **backward** — Not **backwards**.
- **barbecue** — Not **barbeque** or **Bar-B-Q**.
- **benefit, benefited, benefiting** — Spell with a single t.
- **Best in the West** — Uppercase, no quotes. Refers to UNT's designation by *The Princeton Review*.
- **best-seller** — Hyphenate in all uses.
- **biannual, biennial** — **Biannual** means twice a year, the same as semiannual. **Biennial** means every two years.
- **bimonthly, semimonthly** — **Bimonthly** means every other month. **Semimonthly** means twice a month.

- **biweekly, semiweekly** — **Biweekly** means every other week. **Semiweekly** means twice a week.
- **black** — **African American** is acceptable for an American black person of African descent.
- **blog names** — Capitalize the first letter and other main words, but don't enclose in quotation marks unless an unusual spelling might make it unclear.
- **Bluetooth** — Uppercase, one word.
- **board of directors, board of trustees** — Lowercase.
- **Board of Regents** — On first reference, use **UNT System Board of Regents**; uppercase **Board of Regents** when it refers to the UNT board; lowercase **regents** and **board** when they stand alone.
- **book titles** — Italicize. (**Exception:** News follows AP style in using quotes around titles rather than italicizing them.)
- **boulevard** — Abbreviate only with a numbered address. *Construction began on North Texas Boulevard. You'll find the IHOP at 1001 North Texas Blvd.*
- **brand names** — Uppercase, but use only if essential to a story.
- **building** — Don't abbreviate. Capitalize the proper names of buildings, including the word **building** if it is part of the proper name: *Hurley Administration Building*. Consult UNT campus map for building names.
- **bulleted lists** — See punctuation guide below.
- **bus, buses, bused, busing** — Used in reference to transportation vehicles. **Busses** (with double s) are kisses.
- **business names** — Do not use a comma before **Inc., Ltd., LLC**, etc. Abbreviate **Co.** and **Corp.** at the end of the name. In general, do not use all capital letters unless the letters are individually pronounced: *BMW, Ikea*. Do not use symbols: *Yahoo*, not *Yahoo!*

C

- **cancel, canceled, canceling, cancellation** — Spell with a single **l**, except in **cancellation**.
- **cannon, canon** — A **cannon** is a weapon. A **canon** is a law or rule, particularly of a church, or a musical composition.
- **cannot** — One word.

- **capitalization** — Avoid unnecessary capitals. In general, always capitalize proper nouns (*Texas*) and capitalize common nouns when they are part of a proper name (*Mississippi River*). Capitalize the first word of a sentence and principal words in composition titles (for books, songs, movies, etc.). Lowercase titles after a name, informal titles or standalone titles: *John Doe, professor of geography; the Department of History, the history department, the president of the university.* (**Exception:** Marketing and social media uppercase areas in a title for UNT faculty or administrators: *John Doe, professor of Geography.*)
- **catalog, cataloged** — Not **catalogue** or **catalogued**.
- **CDC** — Acronym for **Centers for Disease Control and Prevention**. Use on second reference.
- **cellphone** — One word.
- **Center** for ... — Uppercase when part of formal name; lowercase when used alone: *Center for Play Therapy, the center.*
- **CEO, CFO, COO** — **CEO** is acceptable for **chief executive officer** in all references. Use **chief financial officer** on first reference and **CFO** on subsequent references. Use **chief operating officer** on first reference and **COO** on subsequent references.
- **chair** — Use to describe the head of a UNT academic department, committee or organization: *chair of the Department of History, chair of the UNT System Board of Regents.*
- **child care** — Two words, no hyphen in any case.
- **city** — Uppercase if part of a proper name or nickname: *Kansas City, Windy City*. Lowercase in **city of** phrases: *city of Denton*. Add the state unless the city is in Texas or is one of the cities — such as New York, Chicago, Los Angeles — that can stand alone in AP datelines and stories. See state names entry.
- **Class** of ... — Uppercase when referring to a particular graduating class: *Class of 2017*.
- **clean up** (v.), **cleanup** (n., adj.) — *They asked her to clean up the flower beds during the campus cleanup.*
- **cloud** — Lowercase.
- **coast** — Lowercase if referring to the shoreline: *the Atlantic coast*. Uppercase if referring to regions along the shorelines: *the Atlantic Coast states, the East Coast*.

- **Coast Guard** — Uppercase when referring to U.S. forces: *the U.S. Coast Guard, the Coast Guard*. Do not use the abbreviation USCG.

- **collective nouns** — When denoting a unit, collective nouns such as **class, committee, crowd, family, group, herd, jury, orchestra, team** take singular verbs and pronouns. Team names take plural verbs: *The Mean Green are playing hard. The team is winning*. Use **faculty members** and **staff members** with a plural verb: *the faculty is meeting; faculty members are meeting*.

- **College of ...** — Uppercase when part of formal name; lowercase when used alone or when not using formal name: *College of Business, the business college, the college*.

- **compact disc** — **CD** is acceptable in all references.

- **company** — Abbreviate as **Co.** for businesses that use **Company** at the end of their proper names; spell out if used alone. (See *business names* entry for other guidelines.)

- **complement, compliment** — **Complement** is a noun and verb denoting completeness or the process of supplementing something: *The chair complements the couch. The ship has a complement of 200 sailors. Compliment* denotes praise or courtesy: *My compliments to the chef*.

- **compose, comprise, constitute** — **Compose** means to create or put together. **Comprise** means to contain, to include all or to embrace. (**Comprised of** is incorrect.) **Constitute**, in the sense of form or make up, may work best when neither **compose** nor **comprise** fits: *The United States comprises 50 states. The United States is composed of 50 states. Fifty states constitute the United States of America*. Use **include** if what follows is only part of the total: *The United States includes Texas*.

- **composition titles** — Capitalize first and last words of a title and all principal words in between. Include **The** if it is part of the title. Do not capitalize conjunctions, prepositions or articles of less than four letters unless they are the first or last words.

— Place the titles of books, magazines, movies, operas, albums, exhibits, plays, television programs, video games and works of art in *italics*, except for the Bible and books that are primarily catalogs of reference materials, such as catalogs, almanacs, directories, dictionaries, encyclopedias, gazettes and handbooks. (**Exception:** News follows AP style in using quotes around

titles rather than italicizing them. Social media also uses quotes instead of italics, except on Twitter due to limited space.) Also see music guide.

- Place the titles of lectures, dissertations, articles, songs, poems and stories in quotes.
- Use no italics or quotation marks with the titles of blogs and courses.

- **conferences** — Uppercase when part of a formal name; lowercase when used alone: *fifth annual Early Childhood Summer Conference, the conference*.
- **corporation** — Abbreviate as **Corp.** for businesses that use **Corporation** at the end of their proper names; spell out and lowercase if used alone.
- **Corps** — Uppercase when used with a word or figure to form a proper name: *the Marine Corps, the 9th Corps*. Uppercase when standing alone only if it is a shortened reference to the U.S. Marine Corps or the Army Corps of Engineers.
- **couple of** — The **of** is necessary: *We have a couple of reminders for you*.
- **coursework** — One word.
- **courtesy titles** — Use courtesy titles such as **Mr., Ms., Dr.**, in direct quotes only. Use first and last name without courtesy titles on first reference. Use last name on second reference. (**Exceptions:** *UNT Research* magazine, social media and some marketing publications include **Dr.** for faculty members with doctoral degrees on first reference. For copy in the president’s voice, such as *UNT Insider*, use courtesy titles on second reference.)
- **credit hours** — Use figures, even if the number is below 10: *After completing 6 credit hours, you may be eligible for a job. The lab is 1 credit hour*.
- **criterion, criteria** — **Criterion** is singular, **criteria** plural: *Not one criterion in this list of criteria makes sense to me*.
- **crowdsourcing** — One word.
- **cyber-** — In general, do not use a hyphen: **cyberspace, cybersecurity**. Exceptions are **Cyber Monday** and instances in which cyber is used as a separate modifier, such as in **cyber liability insurance**.

D

- **Dallas-Fort Worth area** — Use hyphen. Use instead of **Metroplex**. **DFW area** also is acceptable.

For a broader term, use **North Texas region**.

- **Dallas Fort Worth International Airport** — Its press releases include no hyphen or slash in the formal name in text. Also referred to as DFW Airport.

- **dangling modifiers** — Following an introductory clause, the first word after the comma must be the noun that is being modified. **Incorrect grammar (dangling modifier):** *A Tier One research university, UNT's goal is to provide an excellent educational experience. ("UNT's goal" is not the "university")* **Correct grammar:** *A Tier One research university, UNT is dedicated to providing an excellent educational experience.*

- **dash** — Use an em dash when denoting an abrupt change in thought in a sentence, or to set off a series within a phrase: *Over the years, the king and his family adapted — usually skillfully — to the changing times. They had qualities — intelligence, humor, common sense — that people look for in leaders.* Avoid overuse, especially when commas would work instead. Put a space before and after the dash. On a PC, press ctrl, alt and the minus key for an em dash (or hold down the alt key while typing 0151).

- **data** — A plural noun that normally takes plural verbs and pronouns, unless regarded as a unit: *The data have been carefully collected. (data=individual items) The data is sound. (data=a unit)*

- **database** — One word.

- **dates** — Use Arabic figures, without **st**, **nd**, **rd** or **th**. If a month is used with a specific date, abbreviate **Jan.**, **Feb.**, **Aug.**, **Sept.**, **Oct.**, **Nov.** and **Dec.** Spell out the month when using alone, or with a year alone. If using only the month and year, do not separate with commas. If using month, day and year, set off the year with commas: *Our party is Oct. 31. Construction began in January 2016. The gala planned for April 16, 2016, is a green tie formal.* In tabular material, use these three-letter forms without a period: **Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.**

- **day care** — Two words, no hyphen, in all uses.

- **D.C.** — Set off with commas, as you would a state name: *Our visit to Washington, D.C., was a short one.*
- **decades** — Use Arabic figures. Add an apostrophe at the beginning if leaving out the first two numerals (force an apostrophe rather than an opening single quote mark on a PC by pressing the alt key while typing 0146). Do not add an apostrophe before the letter s at the end: *1890s, the '60s, the mid-1990s, the Roaring '20s.*
- **degree format** in *The North Texan* — Identify graduates on first reference by adding in parentheses after the name: for undergraduates degrees, the year the degree was awarded; for graduate degrees, the year the degree was awarded and the degree abbreviation. Examples: undergraduate degree, *John Doe ('00)*; multiple undergraduate degrees, *John Doe ('00, '05)*; graduate degree, *Jane Doe ('10 M.B.A.)*; undergraduate and graduate degrees, *John Doe ('15, '15 M.S.)*; multiple graduate degrees, *Jane Doe ('00 M.S., '03 M.J., '08 Ph.D.)*; Texas Academy of Mathematics and Science graduate, *John Doe Jr. ('10 TAMS)*. Abbreviations for graduate degrees offered: **M.A., M.B.A., M.F.A., M.J., M.M., M.M.Ed., M.P.A., M.S., Au.D., D.M.A., Ed.D., Ph.D.** If the alum didn't graduate, give more detail in text if needed: *Jane Doe, who attended from 1970 to 1973, has a brother, John Doe, who studied music in the 1980s.*
- **degree names** — Lowercase and use an apostrophe for the general references *bachelor's degree* and *master's degree*, (plurals are *bachelor's degrees* and *master's degrees*). Uppercase and do not use a possessive on specific names of degrees such as *Bachelor of Science, Master of Fine Arts, Doctor of Philosophy*, etc. Lowercase majors unless they are proper nouns: *She earned a Bachelor of Arts with a major in dance, and her brother earned a master's degree in English.* Use periods when abbreviating degrees: **B.A.A.S., M.B.A., M.Ed., Ed.D., Ph.D.**, etc. (**Exception:** Marketing and social media uppercase all UNT majors, but lowercase for other institutions. News lowercases names of degrees: *a master of arts degree in history.*)
- **Department** of ... — Uppercase when part of formal name; lowercase when used alone or when not using formal name: *Department of Physics, physics department, the department.*
- **diacritical marks** — Include accent marks, tildes and other marks, especially when preferred as part of a person's name.

- **directions and regions** — In general, lowercase **north, south, northeast, northern**, etc., when indicating compass direction; uppercase when designating regions: *She drove toward the western United States because he was living in the West. He drove south to find people in the South with Southern accents.*
- **disabilities** — Refer to person first, then to disability (*people who are hearing impaired*).
- **diseases** — Lowercase all but names of people or geographical areas: *emphysema, Alzheimer’s disease, Ebola virus*
- **distances** — Use figures. *Discovery Park is 4 miles north of the main campus.*
- **Distinguished Research Professor** — Always capitalize.
- **Doctor of Audiology, Doctor of Education, Doctor of Musical Arts, Doctor of Philosophy** — Abbreviate as Au.D., Ed.D., D.M.A., Ph.D. If the name of the specific degree isn’t needed, **doctoral degree** or **doctorate** is acceptable. Uppercase specific names of degrees; lowercase majors unless they are proper nouns or part of the formal degree name: *a Doctor of Philosophy in history.* (**Exception:** News lowercases specific degree names and does not use degree abbreviations. Marketing and social media uppercase majors.)
- **doctoral, doctorate** — Not interchangeable. **Doctorate** is a noun, and **doctoral** is an adjective: *a doctorate in biology, a doctoral degree in biology.*
- **Dr.** — Use as a courtesy title only in direct quotes or in items that are in the president’s voice. Use first and last name without **Dr.** on first reference. Use last name on second reference. (**Exception:** Some marketing publications use **Dr.** for faculty members with doctoral degrees on first reference.)

E

- **earth** — Generally lowercase, unless used as the proper name of the planet: *a down-to-earth person, an astronaut returning to Earth.*
- **e-book** — Read on an **e-book reader** or **e-reader**, or on an **e-reader app**.
- **either ... or, neither ... nor** — The verb agrees with the nearer subject: *Neither he nor they are going. Neither they nor he is going.*

- **email** — One word. Use a hyphen with other e- terms: **e-business, e-commerce**.
- **Emeritus, Emerita, Emeriti** — Rank bestowed by Board of Regents on some retired faculty; always capitalize: *Professor Emeritus of arts and sciences, Chancellor Emeritus*.
- **ensure, insure** — Use **ensure** to mean guarantee; use **insure** for references to insurance.
- **entitled, titled** — **Entitled** means to have a right to something; **titled** refers to the name of something: *She was entitled to her opinion. She wrote a book titled My Opinion*.
- **events** — For recitals, conferences, lectures, etc., list time, date and location in that order: *The program will begin at 8 p.m. July 1 in the University Union Lyceum*.
- **every day** (adv.), **everyday** (adj.) — *They do not go to school every day. It is not an everyday occurrence*.
- **every one, everyone** — Two words when referring to individual items; one word when used as a pronoun for all: *Every one of her friends was in on the joke. She was telling everyone the story*.

F

- **facebook.com/northtexas** — UNT's Facebook address.
- **faculty** — Can be singular or plural; however, **faculty members** is preferred for plural.
- **FAQ** — Acceptable in all uses for **frequently asked questions**.
- **farther, further** — **Farther** refers to physical distance; **further** refers to an extension of time: *She will look further into why they walked farther into the woods*.
- **fax** — **Fax** is short for facsimile and is not an acronym. It should not be all caps. Use **fax**, not **facsimile**, when referring to a copy sent electronically: *The URCM fax number is 940-369-8763*.
- **female** — Use **female** as an adjective, not **woman**.
- **fewer, less** — Use **fewer** for individual items, **less** for bulk or quantity.
The trend is toward more machines and fewer people. (People refers to individuals.)
She was less than 60 years old. (Years refers to a period of time, not individual years.)
Fewer than 10 applicants called. (Individuals.)
I had less than \$50. (An amount.) I had fewer than 50 \$1 bills. (Individual items.)
- **first lady** — Do not uppercase, even before a name.

- **fiscal year** — UNT’s fiscal year is Sept. 1 through Aug. 31. The number for the fiscal year matches the number for the end of the academic year (fiscal year 2017 is the 2016-17 academic year).
Abbreviate as **FY** in charts or on second reference: *The new fiscal year begins as FY16 ends.*
- **flier, flyer** — **Flier** is an aviator or a handbill: *They passed out the Eagle Alert flier.* **Flyer** is the proper name of some trains and buses: *The Western Flyer.*
- **flutist** — A person who plays the flute, preferred over **flautist**.
- **follow-up** (n., adj.), **follow up** (v.) — *She will follow up on that question. She has a follow-up question.*
- **foreign names** — For foreign place names, use primary entries in Webster’s New World College Dictionary. For personal names, follow the person’s preference for an English spelling or, if that can’t be determined, use the nearest phonetic equivalent in English. In general, lowercase particles when part of a given name, but capitalize to begin a sentence or to follow a person’s preference: *Charles de Gaulle and Vincent Van Gogh have particles in their names. Da Vinci — Leonardo da Vinci — does too.* For names of foreign universities or other institutions, use the English spelling or follow the source’s preference.
- **fort** — Do not abbreviate, for cities or for military installations. (**Exception:** *Ft.* is acceptable for social media.)
- **forward** — Not **forwards**.
- **fractions** — Spell out amounts less than 1 in stories, using hyphens: *two-thirds, four-fifths*. Use figures for precise amounts larger than 1, converting to decimals when practical. (**Exception:** Web and social media always use figures, separated by a slash.)
- **freshman** — Use as an adjective or a singular noun. Use **freshmen** only as a plural noun: *freshman enrollment; freshman admissions; the freshman class; the class offered to freshmen; an entering freshman; the group of freshmen*. A good way to determine if it should be singular or plural is to plug in another word. For example, we say **transfer** admissions (not **transfers** admissions) and **senior class** (not **seniors** class), so we would also use the singular noun **freshman** in those phrases.

- **full time, full-time** — Hyphenate when used as a compound modifier: *She works full time. She has a full-time job.*
- **fundraising, fundraiser** — One word in all cases.

G

- **GIF** — Acronym for Graphics Interchange Format, a compression format for images. GIF is acceptable in copy but should be explained. Lowercase in a file name. (**Exception:** No explanation needed for social media.)
- **global warming** — Can be used interchangeably with the term **climate change**, which is more accurate scientifically but less common.
- **GPS** — Acceptable in all references for Global Positioning System.
- **grade, grader** — Hyphenate in combining forms: *a fourth-grade student, a 10th-grader.*
- **grade point average** — No hyphen; spell out on first reference: *The scholarship requires a grade point average of 3.5.* Note that we don't report GPAs of students without their permission. (**Exception:** Social media uses GPA on first reference.)
- **grades** — Use capital letters with no quotation marks: *A, B, C*, etc. Plurals of single letters are made by adding 's: *A's, B's, C's.*
- **graduate catalog** — Uppercase when preceded by UNT; lowercase when appearing alone. Do not italicize UNT Graduate Catalog.
- **gray** — Not **grey**, except in **greyhound**.
- **Green and White Game** — The game is the Mean Green football team's annual spring scrimmage.
- **Green College** — Uppercase, no quotes. Refers to UNT's designation by *The Princeton Review*.

H

- **he or she, his or her** — Avoid when possible; try to use **their** if the subject can be made plural: *when the students receive their diplomas* rather than *when the student receives his or her diploma*.

- **health care** — Two words.
- **highway designations** — **U.S. Highway 1, U.S. Route 1, U.S. 1, Route 34.** For **Interstate 35,** use **I-35, I-35E or I-35W.**
- **Hispanic** — Use when referring to a group of people who are from or whose ancestors are from a Spanish-speaking land or culture; in individual references, ask the person’s preference. Many individuals prefer **Latino** or **Latina**; use this and **Hispanic** only when you can’t be more specific (**Cuban, Mexican-American, Puerto Rican**), to match ethnic reporting category for statistics or when individuals prefer it.
- **historic, historical** — A **historic** event is an important occurrence, one that stands out in history. Any occurrence in the past is a **historical** event.
- **Homecoming** — Uppercase when referring to UNT’s Homecoming: *Homecoming game, Homecoming parade, returning for Homecoming.*
- **homepage** — Lowercase, one word.
- **honorary degrees** — All references should specify that the degree was honorary. Do not use *Dr.* before the name.
- **Honors College** — Uppercase **Honors** when used as an adjective in reference to the college: *Honors students, Honors thesis, Honors classes.*
- **hotline** — One word.
- **HTTP** — Acronym for hypertext transfer protocol. Do not include in web addresses in print.
- **hyphen** — In general, the fewer hyphens the better, but use to avoid ambiguity or to form a single idea from two or more words: *small-business owners, a well-known saying, socio-economic conditions.* See more in Punctuation Guide below.

I

- **ID** — Abbreviation for **identification**; do not use periods.
- **i.e., e.g.** — Using the words “that is” or “in other words” for **i.e.** and “for example” or “such as” for **e.g.** is preferred. If the abbreviations are used, choose **i.e.** when restating, explaining the meaning of a term or phrase, or giving a complete list: *His first wife, i.e., the wealthy one, was his*

favorite. Use **e.g.** when giving an example or an incomplete list of examples: *They've visited countries around the world, e.g., Egypt, China, New Zealand*. Do not use **etc.** at the end of a phrase that begins with **e.g.** Both **i.e.** and **e.g.** should be followed by a comma.

- **IM** — Acceptable on second reference for **instant messaging**. Sometimes used as a verb: **IM'd**, **IM'ing**. (**Exception:** Social uses on first reference.)
- **inbox** — One word.
- **include** — Use **include** to introduce a series when the items that follow are only part of the total, and use **comprise** when a full list is given: *The committee comprises the chairs of all departments*. *The committee's officers include the chairs of English and marketing*.
- **incorporated** — Abbreviate as **Inc.** when used as part of a corporate name; spell out if used alone. Do not put a comma before **Inc.**
- **Indians** — **American Indian** or **Native American** is acceptable for indigenous people in the U.S. Follow the person's preference or match ethnic reporting category for statistics. In Alaska, the indigenous groups are known collectively as **Alaska Natives**.
- **initials** — Use periods and no space when using initials instead of a first name: *H.L. Mencken*
- **Institute** of ... — Uppercase when part of formal name; lowercase when used alone or when not using formal name.
- **internet** — Lowercase. The web is a subset of the internet; the terms aren't interchangeable. From AP: "The internet is a sprawling information repository. Anything you find should be assessed and vetted with the same care that you use for everything else. ... Be especially careful about websites and social networks that allow anyone to contribute text, photos and other information."
- **intracampus** — One word.
- **intranet** — A private network inside a company or organization, for internal use.
- **iPad, iPhone** — Uppercase **I** when the word starts a sentence or headline.
- **IT** — Acronym for **information technology**, acceptable on second reference. (**Exception:** Social uses on first reference.)

- **its, it's** — **Its** is the possessive form of the pronoun **it**: *The bank closed its doors.* **It's** is a contraction for **it is**: *It's good to know the difference.*

J

- **jargon** — Avoid jargon, the special vocabulary of a particular occupational group (including an academic group). If it is unavoidable, include an explanation of words likely to be unfamiliar to most readers.
- **JPEG, JPG** — Acronyms acceptable in all references for Joint Photographic Experts Group, a common digital image format. Lowercase in a file name (.jpg).
- **Junior, Senior** — Abbreviate **Jr.** and **Sr.** only with full names; do not precede with a comma. To distinguish between a father and son on second reference: *the elder Jones, the younger Jones.*

L

- **late** — Do not use to describe someone's actions while alive. Wrong: *The late senator opposed the bill* (she was not dead at the time).
- **Latino** — Often the preferred term for a person from — or whose ancestors were from — a Spanish-speaking land or culture or from Latin America. **Latina** is the feminine form. Use a more specific identification when possible: *Cuban, Puerto Rican, Mexican-American.*
- **legislative titles** — Use **Rep., Reps., Sen., Sens.** as formal titles before one or more names on first reference. Spell out and lowercase in other uses. Add **U.S.** or **state** before a title only if needed to avoid confusion. Do not use titles on second reference unless part of a direct quote.
- **Legislature** — Uppercase when preceded by name of state or when used alone but referring to a specific state.
- **light, lighted, lighting** — **Lit** is acceptable in past tense.
- **light rail** — Generic term, two words.
- **like, as** — Use **like** as a preposition to compare nouns and pronouns; use **as** to introduce clauses: *Jim spells like a pro. He spells the words as he should.*

- **lists** — Alphabetize if there is no reason for another order.
- **LGBT** — Acceptable on first reference for *lesbian, gay, bisexual and transgender*. In quotations and formal names of organizations and events, **LGBTQ** also is acceptable. “Q” can stand for *questioning, queer* or both.
- **LinkedIn** — Social media site used primarily for professional networking.
- **login, logon, logoff** (n., adj.) — One word when used as a noun or adjective, two words as a verb. *Do you remember your login information? He forgot to log off.*
- **long term, long-term** — Hyphenate as a compound modifier: *We will win in the long term. She had a long-term assignment.*
- **long time, longtime** — One word as an adjective: *She has worked here a long time. She’s a longtime employee.*
- **Los Angeles** — **LA** is acceptable on second reference.
- **-ly** — Do not use a hyphen between adverbs ending in -ly and the adjectives they modify: *a newly formed organization, a readily available program*. Readers expect an -ly word to modify the next word, so no hyphen is needed to avoid confusion.

M

- **magazine names** — Italicize. Lowercase **magazine** unless part of the formal name. (**Exception:** News does not italicize or put quotes around the names of magazines.)
- **majors** — Lowercase unless a proper noun: *She is majoring in economics and English*. (**Exception:** Marketing and social media uppercase UNT majors, concentrations and programs as well as partial references to departments, schools, divisions: *a Media Arts degree, professor of Music, vice president for Academic Affairs*.)
- **Marines** — Uppercase when referring to U.S. forces or an individual in a Marine Corps unit: *the U.S. Marines, the Marine Corps, Marine regulations. He is a Marine*. If a generic term is needed, use **troops**, not soldiers, which is a term generally associated with the Army. Do not use the abbreviation USMC.

- **Master of Arts, Master of Business Administration, Master of Education, Master of Fine Arts, Master of Journalism, Master of Music, Master of Music Education, Master of Public Administration, Master of Science** — Abbreviate as M.A., M.B.A., M.Ed., M.F.A., M.J., M.M., M.M.Ed. M.P.A., M.S. If the name of the specific degree isn't needed, a **master's degree** or a **master's** is acceptable. Uppercase specific names of degrees; lowercase majors unless they are proper nouns: *a Master of Science in political science*. (**Exception:** News lowercases specific degree names and does not use degree abbreviations. Marketing and social media uppercase UNT majors.)
- **Mayborn Graduate Institute** — Acceptable on first reference, use **institute** on subsequent references. (**Exception:** News uses full formal name, **Frank W. Mayborn Graduate Institute of Journalism**, on first reference.)
- **Mayborn Literary Nonfiction Conference** — Acceptable on first reference, use **conference** or **Mayborn conference** on subsequent references.
- **Mayborn School of Journalism** — Acceptable on first reference. Use **Mayborn School** or **school** on subsequent references. (**Exception:** News uses full formal name, **Frank W. and Sue Mayborn School of Journalism**, on first reference.)
- **M.D.** — Use a word such as **physician** or **surgeon** instead of using this abbreviation.
- **Metroplex** — Avoid using. Preferred alternative is **Dallas-Fort Worth area**. A broader term is **North Texas region**.
- **Mexican-American** — Acceptable term for an American person of Mexican descent. Follow the person's preference. Match ethnic reporting category when referring to statistics.
- **midnight** — Use instead of 12 a.m. It is part of the day that is ending.
- **midsemester, midterm** — No hyphens.
- **Military Friendly School** — Uppercase, no quotes. Refers to UNT's designation by *G.I. Jobs* magazine.
- **military titles** — Abbreviate military titles used before a full name on first reference: *Gen. Douglas MacArthur, Sgt. Hans Schultz*. Use last name only on subsequent references. Spell out and

lowercase stand-alone titles: *The sergeant knows nothing*. Abbreviations include: **Gen., Adm., Cmdr., Lt., Maj., Col., Capt., Sgt., Cpl., Pvt.**

- **months** — When used with a specific date, abbreviate only **Jan., Feb., Aug., Sept., Oct., Nov.** and **Dec.** Spell out when using alone or with a year alone. Do not use a comma between only a month and year. Do set off the year with commas when a month, day and year are given: *She joined UNT in September 2016. We had a snow day Nov. 30. The target date of May 15, 2016, is changing. It was Friday, Aug. 13, when the incident occurred, and she had an alibi.*
- **MP3** — A popular audio compression format on the internet.
- **mph** — Acceptable in all references for *miles per hour*.
- **musical titles** — See music guide below.

N

- **names** — Full proper name on first reference, last name thereafter. (**Exception:** Social media uses only the first name on second reference in posts referring to students or alumni.)
- **National Institutes of Health** — Abbreviate as **NIH** on second reference.
- **Native American** — Acceptable for indigenous people of the U.S.; follow the person's preference. When possible, use the name of the specific tribe. Match ethnic reporting category when referring to statistics.
- **Navy** — Uppercase when referring to U.S. forces: *the U.S. Navy, the Navy*. Lowercase the forces of other nations: *the British navy*. Do not use the abbreviation USN.
- **newspaper names** — Italicize and capitalize **The** if in the masthead: *The Dallas Morning News, Denton-Record Chronicle, Fort Worth Star-Telegram, The New York Times*. Add location in parentheses if needed and not part of the name: *The Huntsville (Alabama) Times*. Do not include **The** when used as an adjective: *a Dallas Morning News article, a New York Times reporter*. (**Exception:** News does not italicize newspaper names.)
- **No.** — Use as abbreviation for **number** with a figure to indicate position or rank: *No. 1 team, No. 3 choice*.

- **non-** — Rules for “prefixes” entry apply, but, in general, do not use a hyphen when forming a compound that does not have special meaning and can be understood if **not** is used before the base word. Do use a hyphen before proper nouns or in awkward combinations, such as *non-nuclear*.

- **nondiscrimination statement** — “The University of North Texas System is firmly committed to equal opportunity and does not permit — and takes actions to prevent — discrimination, harassment (including sexual violence) and retaliation on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity or expression, age, disability, family status, genetic information, citizenship or veteran status in its application and admission processes, educational programs and activities, facilities and employment practices. The University of North Texas System immediately investigates and takes remedial action when appropriate. The University of North Texas System also takes actions to prevent retaliation against individuals who oppose a discriminatory practice, file a charge, or testify, assist or participate in an investigative proceeding or hearing. Direct questions or concerns to the equal opportunity office, 940-565-2759, or the dean of students, 940-565-2648. TTY access is available at 940-369-8652. AA/EOE/ADA” (May run only AA/EOE/ADA when space is limited, but large publications like *The North Texan* and major recruitment marketing publications run with the full statement.)

- **nonprofit** — No hyphen.

- **noon** — Use instead of 12 p.m.

- **North Texas** — Always use with the word **region** when referring to the region. (In *The North Texan*, **North Texas** may be used in historical references to UNT, although **university** is preferred when possible in references from 1961 to 1987, and **UNT** must be used in references since 1988: *She attended North Texas in the 1950s. Her son attended the university in 1972. His children attended UNT in the 1990s.* Avoid using full former names of the university except in stories about the history of the university: *Our name changed to North Texas State Teachers College in 1923. She attended North Texas in 1929.*)

- **nouns** — Do not use as verbs or adjectives.

- **numerals** — In general, spell out one through nine and first through ninth except when using in number brags and rankings. Spell out all numerals that begin a sentence except for those that identify a calendar year. Use figures for ages, dimensions, percentages, credit hours, degree numbers. (*Exception:* Web and social media use figures for all numbers.)

O

- **Office of ...** — Uppercase when part of formal name; lowercase when used alone or when not using formal name: *Office of Disability Accommodation, disability accommodation office, the office.*
- **on** — Almost never needed with reference to a date, except at the beginning of a sentence: *The party was June 6. On June 6, we celebrated.*
- **One O’Clock Lab Band** — For this band and the others named for their practice times, capitalize the first *o* and *c* in *O’Clock*. May use **the One O’Clock** on second reference.
- **online** — One word.
- **organizations** — Lowercase internal elements of an organization that are widely used generic terms: *board of directors, board of trustees*. But uppercase **UNT System Board of Regents** or **Board of Regents** when it refers to the UNT board; lowercase **regents** and **board** when they stand alone.
- **organizations’ acronyms** — Avoid acronyms unless they are widely known, such as **NAACP**, **NASA** and **NATO**. Consult the *AP Stylebook* for whether or not an acronym can be used on first reference. Do not put acronyms in parentheses immediately following the full name; use an acronym on subsequent references only if meaning is clear.

P

- **percent** — Use figures for percentages and spell out **percent** (one word); do not use **%** except in charts, brags, headlines or other display copy. (*Exception:* Web and social media never spell out **percent**.)

- **-person** — Avoid using in the case of **spokesperson** or **chairperson** unless it's the preference of the individual or organization. In general, use **chair** to describe the head of a UNT academic department, committee or organization: *chair of the Department of Accounting, chair of the UNT System Board of Regents.*
- **persons** — Use **people**, not **persons**, except when part of a title. (**Exception:** News uses **persons with disabilities.**)
- **Ph.D., Ed.D., D.M.A., Au.D.** — Do not use after a person's name except when using *The North Texan* style for identifying alumni: *Mary Smith ('09 Ph.D.)*. In other cases, say that the person has a doctorate or a doctoral degree in a specific field. (**Exception:** *UNT Research* magazine includes for research partners at other institutions. News does not include degree abbreviations.)
- **phishing** — A form of internet fraud that aims to steal personal information.
- **plurals, Latin endings** — Latin-root words ending in **-us** change to **-i** in plural form: *alumnus* to *alumni* (*prospectuses, syllabuses* are exceptions that have taken on English endings by common usage). Most Latin-root words ending in **-a** change to **-ae** in plural form: *alumna* to *alumnae*, *vita* to *vitae* (*formulas* is an exception). Most ending in **-um** add an **s** in plural form: *memorandums, referendums, stadiums* (*curricula, media* still use the Latin ending).
- **plurals, letters** — To make single letters plural, add **'s**: *She made all A's and B's*. To make multiple letters plural, add **s**: *She learned her ABCs*.
- **podcast** — A digital media program in audio or video that can be downloaded or streamed.
- **police** — Lowercase except when referring to the name of a police force: *the UNT Police*.
- **possessives** — For singular common nouns ending in **s**, add **'s** unless the next word begins with **s**: *the witness's answer, the witness' story*. For singular proper nouns ending in **s**, use only an apostrophe: *Tennessee Williams' plays, Texas' best cities*. For nouns ending in **x** and **z**, use **'s** unless the next word begins with **s**: *trapped in the fox's den, for appearance' sake*. To indicate joint possession, use a possessive form after only the last word: *Jane and John's house*. If the objects are individually owned, use a possessive for both words: *Jane's and John's class schedules*.

- **postdoctoral, postgraduate** — No hyphen.
- **pre-** — Rules for “prefixes” entry apply, but in general, use a hyphen if a prefix ends in a vowel and the word that follows begins with the same vowel. Otherwise, follow Webster’s New World College Dictionary, hyphenating if not listed there.
- **prefixes** — In general, a hyphen is used: if a prefix ends in a vowel and the word that follows begins with the same vowel (except **cooperate** and **coordinate**); when the word following the prefix is capitalized; or to join double prefixes: *sub-subparagraph*.
- **premier, premiere** — Use **premier** as an adjective to describe something that is first in importance; use **premiere** to describe a first performance: *The college’s premier performing group attended the movie premiere.*
- **presently** — Use it to mean **in a little while** or **shortly**. Do not use it to mean **currently**.
- **president** — Uppercase as a formal title before a full name, otherwise lowercase: *UNT President Neal Smatresk, U.S. President Barack Obama, the president*. Do not use as a title on second reference.
- **principal, principle** — **Principal** means someone or something first in rank, authority or importance or, in business, the amount of money borrowed in a loan. It can be used as a noun or an adjective: *She is listed as the principal investigator on the research grant.* **Principle** is a noun that means a fundamental truth, law, doctrine or motivating force.
- **prior to** — **Before** is preferred, unless a sense of requirement is involved: *The fee must be paid prior to the exam.*
- **pro-** — Use a hyphen when coining words that denote support for something: *pro-labor, pro-business*. No hyphen when **pro** is used in other senses: *produce, profile, pronoun*.
- **professor** — Uppercase as a formal title before a full name, otherwise lowercase: *Professor Albert Einstein spoke. Einstein, professor of physics, gave the lecture.* Uppercase conferred faculty titles such as **Regents Professor, Distinguished Research Professor** or **Professor Emeritus** in all uses. Do not use as a title on second reference. (Exception: News does not use **professor** as a formal title before a full name.)

- **provide** — Must have a preposition if used with an indirect object: *provide the students with opportunities*. Use without a preposition when there is no indirect object: *provide opportunities*.
- **Pulitzer Prize** — Uppercase **Pulitzer Prize**, but lowercase category names: *He won the Pulitzer Prize for fiction. She is a Pulitzer Prize-winning author*. According to the Pulitzer website, the term **nominee** is reserved for entrants that became nominated finalists, which are selected by juries for each category. Work submitted for consideration but not chosen as a nominated finalist or winner is termed an **entry** or **submission**.
- **punctuation** — See punctuation guide below.
- **punctuation formatting** — Most punctuation immediately following formatted text should also be formatted: What is meant by **random selection**? “Every day I check ***The New York Times***,” he says. However, exclamation marks and question marks following titles are formatted like the title only if they are part of the title: Did you read ***War and Peace***? (question mark is not boldface) He reappears in ***Forward!*** (exclamation point is italicized too since it is part of the title)
- **punctuation with quotes** — A period or comma goes inside an ending quotation mark; other punctuation only goes inside an ending quotation mark if it is part of the quote: *He asked himself, “What do I want?” Did you hear her say, “I’m going home”?* If attribution is placed in the middle of a quoted sentence, follow it with a comma and begin the second phrase with a lowercased letter, if it’s not a proper noun: *“I’m going home,” she says, “and I’m not coming back.”* If attribution is placed between two quoted sentences, follow it with a period and begin the second sentence with an uppercased letter: *“What do I want to eat?” he asked himself. “I’m craving chocolate.”*

Q

- **quotes** — Use smart quotes (“ ”), not straight quotes (" "). (**Exception:** For web copy, use straight quotes.) Use **says**, not **said**, with quotes. (**Exception:** News uses **said**.)

R

- **re-** — Use a hyphen if a prefix ends in a vowel and the word that follows begins with the same vowel: *re-elect, re-enact, re-examine*. For many other words, sense is the governing factor: *reform (improve) or re-form (form again), resign (quit) or re-sign (sign again)*.
- **reference works** — Do not italicize or use quotation marks around the titles of catalogs of reference materials such as university catalogs, almanacs, dictionaries, directories, encyclopedias, gazettes, handbooks.
- **Regents Professor** — Always uppercase.
- **religious titles** — In many cases, **the Rev.** is the religious title that applies before a name on first reference. On second reference, use last name only. It is preceded by **the** because **Rev.** does not stand for a noun.
- **Reserve** — Capitalize when referring to U.S. armed forces: *Army Reserve*. Lowercase in reference to members of these forces: *reserves or reservists*.
- **retweet** — On Twitter, sharing a tweet by someone else with your followers. Spelled out in all references.
- **rock 'n' roll** — Except for **Rock and Roll Hall of Fame**.
- **Roman numerals** — Use for wars, personal sequence for people and animals, and certain legislative acts: *World War II, King George V, Title IX*. Use years for Super Bowls, except in formal reference: *1969 Super Bowl*, not *Super Bowl III*.
- **room** — Capitalize when used with room numbers: *Wooten Hall, Room 132*. (**Exception:** Social uses **rm** due to space constraints.)
- **ROTC** — Acceptable in all references. It stands for **Reserve Officers' Training Corps**. Spell out the service if specified: *Army ROTC, Air Force ROTC*.

S

- **SAT** — Do not spell out or use periods.

- **says** — Use **says** for quoted material in publications, not **said**, unless obviously referring to something said at a past event. The use of present tense also applies to attributions with words other than **says**. *“We’re doing great,” the president said at the State of the University address Sept. 16. “I’m glad to be here,” the lecturer told the audience Sunday night.* Use **says** after the person’s name, not before, unless further description is needed: *“It’s unbelievable,” Humperdink says. “I really can’t believe it,” says Humperdink, who has trouble believing things.* (**Exception:** News uses **said** for quotes.)
- **Schedule of Classes** — Uppercase, no italics.
- **scholars** — Lowercase in generic references, but uppercase when used with specific scholarships: *Goldwater Scholars, McNair Scholars, Terry Scholars.*
- **seasons** — Lowercase **spring, summer, fall, winter** and derivatives such as **springtime** unless part of a formal name: *Winter Olympics, Fall 2016, the fall semester.*
- **set up** (v.), **setup** (n., adj.) — Two words when used as a verb, one word when used as a noun or adjective: *He set up a date for his friend. The date was a setup. The setup couple didn’t mind.*
- **shake up** (v.), **shake-up** (n., adj.) — Two words when used as a verb, hyphenated when used as a noun or adjective: *Try not to shake up your boss. The office had a shake-up.*
- **should** — Use **should** to express an obligation and **would** to express a customary action: *His mother would tell him he should go to the party.*
- **sign up** (v.), **sign-up** (n., adj.) — Two words when used as a verb, hyphenated when used as a noun or adjective: *You can sign up for lessons on the sign-up sheet.*
- **smartphone** — Lowercase, one word.
- **smash up** (v.), **smashup** (n., adj.) — Two words when used as a verb, one word when used as a noun or adjective: *That smashup of songs made her want to smash up her player.*
- **Snapchat** — Capitalize the name of the mobile messaging app. Use lowercase **snap** for a Snapchat posting.
- **software titles** — Uppercase but do not use quotation marks around such titles as Windows. Italicize the names of computer games. (**Exception:** News uses quotes.)

- **Spanish names** — Normal sequence is given name, father’s family, mother’s family name: *Gabriel Garcia Marquez*. On second reference, use only the father’s family name (*Garcia*) unless the individual prefers or is widely known by a multiple last name (*Garcia Marquez*). Some use a *y* between the two surnames to ensure that both names are used together. A married woman sometimes uses her father’s name, followed by the particle *de* and her husband’s name.
- **spokesman, spokeswoman, spokesperson** — Use **spokesperson** only if it is the preference of the individual or organization.
- **state** — Lowercase in all **state of** constructions: *state of Texas*.
- **state names** — Spell out the names of all states and Puerto Rico if there is space to do so. When space is limited, such as in tabular material (or the class notes and obits sections of *The North Texan*), use the abbreviations below. Use postal abbreviations when using a full address and ZIP code. When using a state name after a city, set off with commas: *We traveled to Senoia, Georgia, last spring.* (**Exception:** For Twitter, always abbreviate state names, using postal abbreviations, and do not set off with commas.)

Ala. (AL)	Alaska (AK)	Ariz. (AZ)	Ark. (AR)	Calif. (CA)	Colo. (CO)
Conn. (CT)	Del. (DE)	Fla. (FL)	Ga. (GA)	Hawaii (HI)	Idaho (ID)
Ill. (IL)	Ind. (IN)	Iowa (IA)	Kan. (KS)	Ky. (KY)	La. (LA)
Maine (ME)	Md. (MD)	Mass. (MA)	Mich. (MI)	Minn. (MN)	Miss. (MS)
Mo. (MO)	Mont. (MT)	Neb. (NE)	Nev. (NV)	N.H. (NH)	N.J. (NJ)
N.M. (NM)	N.Y. (NY)	N.C. (NC)	N.D. (ND)	Ohio (OH)	Okla. (OK)
Ore. (OR)	Pa. (PA)	R.I. (RI)	S.C. (SC)	S.D. (SD)	Tenn. (TN)
Texas (TX)	Utah (UT)	Vt. (VT)	Va. (VA)	Wash. (WA)	W.Va. (WV)
Wis. (WI)	Wyo. (WY)	District of Columbia (DC)		Puerto Rico (PR)	

No state name is needed for cities in Texas or well-known cities that stand alone in AP datelines and stories, unless confusion would result (for instance, when referring to Atlanta, Texas, instead of Atlanta, Georgia). Domestic cities that stand alone are:

Atlanta	Baltimore	Boston	Chicago	Cincinnati
Cleveland	Dallas	Denver	Detroit	Honolulu
Houston	Indianapolis	Las Vegas	Los Angeles	Miami
Milwaukee	Minneapolis	New Orleans	New York	Oklahoma City
Philadelphia	Phoenix	Pittsburgh	St. Louis	Salt Lake City
San Antonio	San Diego	San Francisco	Seattle	Washington

- **statewide** — One word.
- **stationary, stationery** — **Stationary** means unmoving; **stationery** refers to writing paper.
- **student-athlete** — Hyphenate. Athletics prefers use of the full term on all references.
- **sub-** — Rules for prefixes apply, but in general, no hyphen.
- **subjunctive** — Use the subjunctive mood of a verb for contrary-to-fact conditions; expressions of doubt, wishes, regret; or contingencies not likely to come true: *If I were a rich man, I wouldn't complain. I wish it were possible to go back in time.*
- **super-** — Rules for prefixes apply, but in general, no hyphen.
- **suspensive hyphenation** — When using two hyphenated terms with a common element and dropping that element from the first term, add a space after the first hyphen: *The junior- and senior-level courses are the last ones for the 11th- and 12th-graders.*
- **syllabus, syllabuses** — Not **syllabi**.
- **sync** — Short for **synchronization**. Not **synch**.

T

- **teachers college** — No apostrophe. Also, our first formal name was *Texas Normal College and Teacher Training Institute*.
- **team** — **Team** requires a singular verb, but team names, like **Mean Green**, require a plural: *The team is on its way to victory. The Mean Green have been on a winning streak.*
- **telephone numbers** — Use hyphens: *URCM's main number is 940-565-2108*. Use area codes in all publications.
- **Texas Academy of Mathematics and Science** — May use **TAMS** on first reference for audiences familiar with the academy. **Science** is singular.
- **text, texting, texted** — Acceptable in all uses as a verb for sending a text message.
- **that** (conjunction) — May usually be omitted to introduce a dependent clause if it follow a verb of the form *to say*: *The president said he had signed the bill*. It should be used if a time element intervenes: *The president said Monday that he had signed the bill*. It usually is necessary after

certain verbs, including *advocate, assert, contend, declare, estimate, make clear, point out, propose* and *state*. It is required before dependent clauses beginning with conjunctions such as *after, although, because, before, in addition to, until* and *while*. If in doubt, do not omit.

- **that, which** (pronouns) — Use **that** and **which** in referring to inanimate objects and to animals without given names. Use **that** for essential clauses, **which** for nonessential clauses. In other words, if you set the clause off with commas, use **which**. If the clause is necessary for full understanding, use **that**: *She had a question, which was not unusual. He had a question that could not be answered.*

- **theater, theatre** — Generally use **theatre** to be consistent with the spelling of UNT's department and major, but match the spelling in proper names: *the Department of Dance and Theatre, a theatre student, the Lyric Theater, the University Theatre.*

- **their, there, they're** — **Their** is a possessive pronoun. It must agree in number with the antecedent: *The students earned their degrees. The student earned her degree. There* is an adverb indicating direction, or a pronoun in impersonal constructions in which the real subject follows the verb: *They work up there on the volcano where there is lava flowing.* In general, avoid impersonal constructions for stronger writing: *One day remains*, rather than *There is one day remaining.*

They're is a contraction for they are: *They're getting hotter by the minute.*

- **Third World** — Avoid this term. Use **developing nations** instead.

- **3-D** — Hyphenate.

- **Tier One** — UNT's designation by the Carnegie Classification. (**Exception:** Publications in the president's voice sometimes use **top-tier**.)

- **times** — Indicate times as 4 p.m., not 4:00 p.m.; use **noon** and **midnight**, not 12 p.m. or 12 a.m. When referring to a range of times, use **from** and **to** together or use a hyphen: *The class is from 8 to 9 p.m. The class meets 8-9 p.m. Mondays.*

- **titles** — In general, uppercase titles before names; lowercase after names or when they stand alone: *The deans quit talking when Vice President Joe Biden entered the room. He was vice president of the United States.* Set off with commas: *Joe Biden, vice president of the United States,*

entered the room. Also see composition titles, courtesy titles. (Exception: Marketing and social uppercase areas within titles, such as *John Doe, professor of Chemistry*.)

- **toward** — Not **towards**.
- **trademark statement** — “The UNT System and the University of North Texas are the owners of all of their trademarks, service marks, trade names, slogans, graphic images, music, photography and videography, and they may not be used without permission. If you have questions about using any of this material, please contact the UNT Division of University Relations, Communications and Marketing at 940-565-2108.”
- **T-shirt** — Uppercase **T**, not **tee**.
- **TV** — Acceptable as an abbreviation for **television** on all references.
- **20-something** — Do not spell out 20.
- ***twitter.com/untnews*, *twitter.com/untsocial*, *twitter.com/northtexan*** — URCM Twitter addresses.

U

- **undergraduate catalog** — Uppercase when preceded by UNT, lowercase when appearing alone. Do not italicize.
- **underway** — One word.
- **United States** — **U.S.** is acceptable in all uses.
- **university** — Uppercase when part of formal name, lowercase when used alone: *University of North Texas*, *the university*. UNT has been a university since 1961.
- **University of North Texas** — Spell out on first reference in copy for external audiences that might not be familiar with the university (such as *UNT Research* and news releases). Use **UNT** after first reference. (In *The North Texan*, **North Texas** may be used where appropriate in historical references to the school).
- **University Union** — Proper name for UNT’s building on first reference. May use **Union** on second reference.
- **university-wide** — Use hyphen.

- **unt.edu** — UNT’s home page address.
- **UNT Athletic Hall of Fame** — Not **Athletics**.
- **UNT President Neal Smatresk** — Use full name and title on first reference in external copy, **Smatresk** thereafter. The word **president** is lowercased in stand-alone references.
- **UNT System** — Use **system** after first reference. Other system institutions are UNT Dallas and the UNT Health Science Center. Use **Health Science Center** after first reference.
- **UNT System Chancellor Lee Jackson** — Use full name and title on first reference, **Jackson** thereafter.
- **U.S. News & World Report** — Use ampersand in title.

V

- **versus** — Spell out in ordinary writing: *It’s good to prepare ahead of time for a presentation versus winging it the day you come to class.* In short expressions, **vs.** is permitted: *It was girls vs. boys at recess.* For court cases, use **v.:** *Brown v. Board of Education.*
- **vice president** — No hyphen. Lowercase unless used as a title before a name.
- **videoconference, videoconferencing** — One word.

W

- **web** — Lowercase except in the phrase **World Wide Web**.
- **web addresses** — In stories, use the name of the website rather than the web address — so *Facebook*, not *Facebook.com*. Use *.com* only if it’s part of the legal name. When using web addresses, follow the spelling and capitalization of the website owner. In text, do not include **http://** and do not include **www** if the web site can be accessed without it. Italicize web addresses in body copy. Do not italicize a standalone URL in display copy (unless there is a design exception). If an address breaks between lines, break after a slash or a dot, without inserting a hyphen. If the address falls at the end of a sentence, use a period. (**Exception:** In web copy, do not use a period after a URL at the end of a sentence.)

- **webpage** — One word.
- **website** — One word.
- **weeklong** — One word.
- **where** — Do not use **where** for **in which**: *That's the chapter in which Harry goes to school.*
- **who** and **whom** — Use in referring to people or to animals with given names.
- **Wi-Fi** — For wireless networking standards.
- **workforce** — One word.
- **workplace** — One word.
- **work-study** — Always hyphenate, whether used as a noun or adjective.

Y

- **years** — Shorten to two digits only for academic years, seasons or graduation years: *The 2015-16 basketball season coincides with the 2015-16 school year. Jane Doe ('07) attended from 2002 to 2007.* When using years with full date, set off with commas: *They thought Jan. 30, 2016, was a good day.*
- ***youtube.com/universitynorthtexas*** — UNT's YouTube address (no *of*).
- ***Yucca*** — Italicize. Name of the yearbook from 1907 to 1974. Available online at *texashistory.unt.edu*. The first yearbook was *The Cotton-tail*, published in 1906. After the *Yucca* came senior books called *Wings* from 1977 to 1980. Then the *Aerie* yearbook was published from 1982 to 2007.

Z

- **ZIP code** — ZIP stands for **Zoning Improvement Plan**. Do not put a comma between the state postal abbreviation and ZIP code in addresses. Use the plus-four on ZIP codes when possible (UNT's ZIP code is 76203-5017).

All questions should be directed to the Division of University Relations, Communications and Marketing, Ext. 2108.

UNT COLLEGES, SCHOOLS, ACADEMIC DEPARTMENTS

- **College of Business**
 - Department of Accounting
 - Department of Finance, Insurance, Real Estate and Law
 - Department of Information Technology and Decision Sciences
 - Department of Management
 - Department of Marketing and Logistics

- **College of Education**
 - Department of Counseling and Higher Education
 - Department of Educational Psychology
 - Department of Kinesiology, Health Promotion and Recreation
 - Department of Teacher Education and Administration

- **College of Engineering**
 - Department of Biomedical Engineering
 - Department of Computer Science and Engineering
 - Department of Electrical Engineering
 - Department of Engineering Technology
 - Department of Materials Science and Engineering
 - Department of Mechanical and Energy Engineering

- **College of Health and Public Service (HPS)**
 - Department of Audiology and Speech-Language Pathology
 - Department of Behavior Analysis
 - Department of Community and Professional Programs
 - Department of Criminal Justice
 - Department of Emergency Management and Disaster Science
 - Department of Public Administration
 - Department of Rehabilitation and Health Services
 - Department of Social Work

- **College of Information**
 - Department of Information Science
 - Department of Learning Technologies
 - Department of Linguistics
- **College of Liberal Arts and Social Sciences**
 - Department of Aerospace Studies
 - Department of Anthropology
 - Department of Communication Studies
 - Department of Dance and Theatre
 - Department of Economics
 - Department of English
 - Department of Geography and the Environment
 - Department of History
 - Department of Media Arts
 - Department of Military Science
 - Department of Philosophy and Religion
 - Department of Political Science
 - Department of Psychology
 - Department of Sociology
 - Department of Technical Communication
 - Department of World Languages, Literatures and Cultures
- **Frank W. and Sue Mayborn School of Journalism**

(Mayborn School of Journalism ok on first reference except in news releases)
- **College of Merchandising, Hospitality and Tourism**
 - Department of Hospitality and Tourism Management
 - Department of Merchandising and Digital Retailing
- **College of Music**
 - Division of Composition Studies

- Division of Conducting and Ensembles
- Division of Instrumental Studies
- Division of Jazz Studies
- Division of Keyboard Studies
- Division of Music Education
- Division of Music History, Theory and Ethnomusicology
- Division of Vocal Studies
- **College of Science**
 - Department of Biological Sciences
 - Department of Chemistry
 - Department of Mathematics
 - Department of Physics
- **College of Visual Arts and Design**
 - Department of Art Education and Art History
 - Department of Design
 - Department of Studio Art
- **Honors College**
- **Toulouse Graduate School** (a registered trademark, add circled R in display copy)

OTHER UNT AREAS

- Career Center
- Center for Leadership and Service
- Center for Learning Enhancement, Assessment and Redesign
- Center for Student Rights and Responsibilities
- Counseling and Testing Services
- Dean of Students
- Distinguished Lecture Series
- Division of Advancement

- Division of Enrollment
- Division of Finance and Administration
- Division of Institutional Equity and Diversity
- Division of Student Affairs; student affairs
- Fine Arts Series
- Intensive English Language Institute
- International Recruitment Office
- International Student and Scholar Services
- Learning Center
- Learning Communities
- Multicultural Center
- National Student Exchange
- Off-Campus Student Services
- Office of Admissions; admissions office
- Office of Disability Accommodation
- Office for Exploring Majors
- Office of the Provost and Vice President for Academic Affairs
- Office of Research and Innovation
- Office of Spiritual Life
- Orientation and Transition Programs
- Printing and Distribution Solutions
- Recreational Sports
- Registrar's Office
- Risk Management Services
- Sponsored and Special Programs Center
- Student Academic Readiness Team (START)
- Student Accounting and University Cashiering Services
- Student Activities Center

- Student Financial Aid and Scholarships
- Student Government Association
- Student Health and Wellness Center
- Student Legal Services
- Student Money Management Center
- Student Veteran Services
- Study Abroad Office
- Texas Academy of Mathematics and Science (TAMS ok on first reference for audiences familiar with the academy)
- University Program Council; UPC (puts on movies, concerts and other campus events)
- University Relations, Communications and Marketing; URCM
- UNT Alumni Association
- UNT Dining Services
- UNT Facilities
- UNT Greek Life
- UNT Housing
- UNT-International
- UNT Libraries
- UNT Police Department
- UNT Speech and Hearing Center
- UNT System Human Resources; human resources
- UNT System Information Technology Shared Services
- UNT Transportation Services
- UNT Writing Lab

MUSIC GUIDE

- Pieces named after a generic form are capitalized, not italicized:

Beethoven's Sonata in E major

Rachmaninoff's Piano Concerto No. 3

- Titles in a foreign language are italicized, and are downstyle. If the title is translated into English, the translated title appears immediately following, in parentheses, in quotes, not italicized, also in downstyle:

Debussy's *Bunnies sous la pluie* ("Bunnies in the rain")

- For pieces that actually have English titles, style depends on the length of the piece (similar to a short story versus a novel). Longer pieces take italics, shorter pieces take quotes:

Lots and Lots of Bunnies in the Rain

"Only a Very Few Bunnies in the Rain"

- Many piano works are split into movements (much like chapters in a book). When referring to a particular movement, it is capitalized, not italicized:

The Allegro of the sonata

- Many piano works also are numbered. The standard abbreviations are "No." "Op." and "K." As in:

Mozart's Piano Concerto No. 24 in C minor, K. 491

Schumann's Piano Quintet in E-flat major, Op. 44

- Works also are identified by the key they're in. The letter is uppercase, the "major" or "minor" is lowercase.

E major, E-flat major, E-flat minor

(see "composition titles" and "music" in *AP Stylebook*)

PUNCTUATION GUIDE

brackets

- In general, do not use **brackets**.

bullets

- *Consistency within a bulleted list:* Try to make all items either complete sentences or phrases, one or the other. Also make them grammatically parallel — for instance, if one starts with a verb, all should start with a verb. If the list is introduced by an incomplete sentence, each item should complete the sentence grammatically. In general, capitalize the first word of each item.

- *Punctuation:* In most publications, if the items in a bulleted list are complete sentences, use ending punctuation after each item (period, question mark, etc.). If the items are phrases, do not use ending punctuation.

In formal uses, such as for legislative materials, if the items in a bulleted list complete a sentence begun in the introduction and have internal punctuation, begin the items with a lowercase letter, use semicolons between items and use a period on the last item.

Examples:

The goal is to:

- Be consistent
- Make grammar parallel

We have the following goals:

- Writers should make all items either phrases or complete sentences — not both.
- Each item should have the same grammatical structure. For instance, “consistency” and “make grammar parallel” are not parallel. “Be consistent” and “make grammar parallel” are parallel.

commas

- Do not use a **comma** before *and* in a series except for: clarity; if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast*; or for a complex series of phrases: *The main points to consider are whether the recruits are skillful enough to qualify, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

- Do not use a **comma** between last name and *Jr.* or *Sr.*

- Do not use a **comma** after **month** if no date is indicated (June 2016), but use a **comma** before and after year if full date is given (June 14, 2016, was ...).

- Do not use a **comma** before *Co., Inc., Ltd.*

- Use a **comma** to set off nonessential clauses or phrases: *His wife, Jan, went to dinner.* He has one wife. *His daughter Nora had already eaten.* He has more than one daughter.

dashes

- Put one space before and after an **em dash** (—). (In Word on a PC, an em dash is produced by pressing the ctrl, alt and minus keys, or press the alt key while typing 0151.)

emphasis

- Use **commas** to show information that complements the thought.

- Use **em dashes** (—) to emphasize information. Do not use en dashes (–).

- Use **parentheses** to de-emphasize information: *He made rules (see page 5).* Use sparingly.

hyphens

- Do not use a **hyphen** in vice president.

- Do not use a **hyphen** between adverbs ending in “**ly**” and adjectives they modify, *an easily remembered rule*, but generally, hyphenate compound modifiers, *black-and-white photo*.

- Put a space after the first **hyphen** when using suspensive hyphenation:

She received a 10- to 20-year sentence.

periods

- In general, do not use **periods** after phrases.
- Use **periods** for Ph.D., B.A., M.A., etc.
- Put only one space after a **period** (or other punctuation) at the end of a sentence.

quotation marks

- When using **quotation marks** in headlines or other boldface or display copy, use single quotes rather than double quotes.
- Periods and commas always go inside ending **quotation marks**; all other punctuation only goes inside quotes if it is part of the quote: *He asked, "What do you want?" Did you hear her say, "I'm going home"?*

semicolons

- In a series with items that are long or require commas within, use **semicolons** instead of commas, including one before the final *and* in the series: *The resort included spacious rooms; long, winding nature trails; and a huge pool, which was hard to tear ourselves away from when the time came.*
- When used after quotes, place the **semicolon** outside the quotation marks.

slashes

- Try to avoid using a **slash** (/) if something else will work, unless it is used in an acronym or in the official name of a course, department or title.

SOCIAL MEDIA GUIDE

This guide is a supplement to the full UNT Styleguide, which is based on the *AP Styleguide*. It highlights key rules that apply specifically to social media or come up frequently in Facebook, Twitter and Instagram.

Points to remember

- Always reference another account (when appropriate or available) in any message shared, including a person's name, a corporation, an organization or a brand.
- Use imagery — such as a photo, an infographic or a video — with all posts.
- When tagging other accounts in Twitter, do not also name that person.
 - Good:** We love the new album by #UNT alumnus @BobJones
 - Bad:** We love #UNT alumnus Bob Jones' new album! @BobJones

acronyms

On Facebook and Instagram, do not automatically use an acronym unless the meaning is clear or the organization can be tagged using this acronym; use acronym on subsequent references only if the meaning is clear. On Twitter, an acronym may be needed due to limited space.

addresses

On Twitter, eliminate the words **street**, **avenue**, **boulevard**, etc. to save character space: *TRAFFIC ALERT! @cityofdentontx is closing the Hickory/Bonnie Brae intersection for repairs.*

am/pm

On Facebook and Instagram, lowercase **am** and **pm** with no periods and a space after the numeral. Use **noon** and **midnight**, not 12 am or 12 pm. On Twitter, do not include space or periods due to limited characters: *1am, 3pm, or for a time range, 9a-5p.*

ampersand (&)

On Twitter, an ampersand can be used to save characters. Otherwise, it is not used in place of **and** unless it is part of a formal name or composition title.

courtesy titles

Use **Dr.** for faculty members with doctoral degrees on first reference.

handle

This string of characters, with no spaces and beginning with **@** on a social network, acts as the subject's username or personalized URL. Using a handle in a social media post will link the post

to the individual/company/brand social media account. In stories, write the handle as it would appear on a social network: *Tweet us @NorthTexan to enter the contest.*

hashtag

This string of characters, with no spaces and beginning with # in a social network post, conveys the subject so it can be easily found by users interested in that subject. Using a hashtag associated with a movement or cause could be interpreted as a sign of support, so use only if the hashtag itself is the subject of the post. In stories, write the hashtag as it would appear on a social network: *The #Jan25 hashtag was credited with spreading support for the Egyptian uprising in its early days.*

— **Regularly used hashtags:** #UNT, #UNT17, #UNT18, #UNT19, #UNT20, #UNT21, #MeanGreenFriday, #IAMUNT, #UNTPRIDE, #UNTPROUD, #UNTGREEN, #GOMEANGREEN, #GMG

— **Special event hashtags:** During certain times of the year, include hashtags for events such as orientation, Homecoming, UNT Premiere Weekend and UNT Preview day.

IM

Acceptable on first reference for **instant messaging**. Sometimes used as a verb: **IM'd, IM'ing**.

italics

Due to an inability to control formatting, italics cannot currently be used on social media. Put items that would otherwise be italicized into quotation marks — except on Twitter, where there's no need for quotation marks: *We're loving UNT is Great! by Bob Jones.*

majors

Uppercase in all UNT instances: *She is majoring in Economics and English.*

names

Use full proper name on first reference. When posting about students or alumni, it is acceptable to use only the first name on second reference. Always check to see if the person named has a social media account that can be tagged.

numerals

Use figures for all numbers, including 0-9. For fractions, always use figures, separated by a slash: *2/3, 4/5.*

percent

Never spell out **percent**, always use the % symbol.

punctuation

Use a colon and space before a link unless you are using a question mark or exclamation point. Use only one exclamation point to signal excitement.

retweet

On Twitter, sharing a tweet by someone else with your followers. Use **RT** to request a retweet of content: *RT if you love #UNT!*

state names

For Twitter, always abbreviate a state name, the District of Columbia and Puerto Rico with postal abbreviations and use no commas.

AL	FL	KY	MO	NC	TN	WY
AK	GA	LA	MT	ND	TX	DC
AZ	HI	ME	NE	OH	UT	PR
AR	ID	MD	NV	OK	VT	
CA	IL	MA	NH	OR	VA	
CO	IN	MI	NJ	PA	WA	
CT	IA	MN	NM	RI	WV	
DE	KS	MS	NY	SC	WI	

WEB CONTENT GUIDE

This guide is a supplement to the full UNT Styleguide, which is based on the AP Styleguide. It highlights key rules that apply specifically to web content or come up frequently on UNT web pages.

ampersands [&]

Only use ampersands in page headlines and site navigation, not in running text. The only exception should be if the ampersand is part of the formal title of a published work or of a department/organization. Never use an ampersand in a headline that will cause the page's URL to break.

Contact Us

When providing contact information on a UNT web page, follow this format:

Department or program name

Street address

City, State Zip Code

Phone: 972-972-9729

Email: example@unt.edu

Email addresses are written in all lowercase letters.

contractions

To improve readability and avoid an overly formal tone, contractions are generally used in UNT web content.

days vs dates/event

Avoid describing dates with relative terms such as today, tomorrow, next quarter, last year or soon so content doesn't have to be updated when the relative date is no longer correct. Use absolute dates without the two-letter superscript: *March 25* **NOT** *March 25th*.

file extensions

If a link takes users to any type of file other than a web page (most commonly a PDF), indicate that in the linked text. Either put "(PDF)" at the end of the linked text or, to link to a PDF version of web page copy, use "Print-friendly version."

headlines

Only the first word and proper nouns should be capitalized in UNT headlines.

links

Hyperlinked text should usually be a noun or call to action that specifically describes the content of the page you're linking to. The words "click here" should not be used for a link: *For*

more information, see our [commencement schedule](#). **NOT** [Click here](#) to see our commencement schedule.

Don't spell out a URL in page text. Instead, make words into a link that links to that URL – this is called “embedding the link”: See our [commencement schedule](#). **NOT** See our commencement schedule by visiting <https://commencement.unt.edu/spring-schedule>.

When hyperlinking text, don't include the spaces or punctuation before the first word or after the last word: See our [commencement schedule](#). **NOT** See our [commencement schedule](#). Always make sure hyperlinked text displays underlined and in a different color than regular copy.

lists

Use bullets for lists of non-sequential items (such as degree programs or event highlights). Use numbers for lists of sequential items (such as directions or steps in the registration process).

percent

Use the percent symbol (%) when writing for web.

subheads

Use subheads to break up long pieces of text. Subheads should follow the same capitalization rules as headlines.

'under construction' pages

Placeholder pages containing nothing but text such as “Page under construction” or “Information to come” should not be published. Wait to put these pages up until the content is available.

URLs in copy

Don't spell out a URL in page text. Instead, make words into a link that links to that URL – this is called “embedding the link”: See our [commencement schedule](#). **NOT** See our commencement schedule by visiting <https://commencement.unt.edu/spring-schedule>.

website

Website is one word and lowercase unless it's the first word in a sentence.

PHOTOGRAPHY GUIDE

Photography is a key element to defining our brand. Decisions about the use of photography in communication — including what’s in the image, how it’s cropped and where it’s placed — must be strategic and reinforce the message hierarchy.

Our photography focuses on the moments of UNT engagement with our students when knowledge is shared, when experiences change, when connections are made between individuals.

Photography Usage Guidelines

All photographs created by the University Relations, Communications and Marketing staff are the property of UNT and are available for non-commercial use by UNT’s students, faculty and staff, and, with prior approval, for off-campus media outlets and publications. University colleges, schools and departments are typically granted photo usage for publications that directly promote the university and that comply with UNT’s branding policies and guidelines.

Any use of UNT staff-created images for external non-UNT publications should be credited as “UNT Photo/Photographer’s Name” or “University of North Texas Photo” in all print and electronic publications.

For use in UNT editorial publications or news releases, staff-created images should be credited as “Photographer’s Name.”

Prohibited Uses of UNT Photography

University photography may not be:

- used for commercial gain
- sold in part or in total
- made into photo illustrations
- provided to third parties (internal or external) without explicit approval by URCM

Prior approval from University Relations, Communications and Marketing is required before any photograph is digitally altered in a manner that changes its editorial representation. Normal cropping is not considered to be an alteration; however, creative cropping may change the viewer’s perception. When cropping, keep the modified version true to the intent of the original photograph.