

Trademarks/ Logos
Registration Marks / Legal
Special Usage / Placement
<p>Typing Format</p> <p>Body text: Verdana 10 pt font</p> <p>Main heading: Verdana 14pt bold</p> <p>Secondary headings: Verdana 12pt bold</p>
<p>Typing Specifications</p> <p>All headings and text should be left justified</p> <p>Two spaces between title and body. Two spaces between paragraphs</p> <p>Single space with 1 inch margins</p>
<p>Numerical Style</p> <p>Follow AP style for numbers (write out numbers ten and below; for larger numbers, use numerals)</p> <p>Use numerals according to an organization's practice.</p> <p>Decimalization should not exceed two places in textual material. Example: 1.23 percent (only two spaces are used after the period)</p> <p>Other examples:</p> <p>21st century</p> <p>(828) 227-7133</p> <p>\$1,000,000</p> <p>a 34-year-old woman</p> <p>1980's</p> <p>80 percent</p> <p>16.9 percent</p>
<p>Capitalization / Hyphenation/ Italics/ Possessives/ Punctuation / Spelling</p> <p>Follow AP style for hyphens, commas, dashes and all plurals</p> <p>Foreign words: if it is a term the reader might not know, use quotation marks</p> <p>Musical and literary genres are not capitalized, unless they refer to a proper noun</p> <p>According to AP style, when using commas to separate elements in a series, do NOT include the last comma before the coordinating conjunction. Example: It is a place to relax, get away and do research. (There is no comma between</p>

the last two elements)

If a title or abbreviation that uses a period comes at the end of a sentence, only use a single period. Example: They are open until 4 p.m. (No extra period is needed to end the sentence)

Time of day: Use numerical figures, and use a colon to separate hours from minutes. List time using a.m. and p.m. Example: 3:30 p.m.

Capitalize official titles when used directly before an individual's name. If commas set off the title or name, do not capitalize.

Examples: Executive Director Cassie Welsh

The executive director, Cassie Welsh, who...

Other examples:

Dr.

PhD.

Italian soda (refers to a country)

24 hour (not 24-hour)

social work

Bachelor's in Social Work

email (no hyphen)

(adj) adjective

(cn) collective noun

(dict) dictionary preference

(pl) plural

(poss) possessive

(sing) singular

(v) verb

(n) noun

A

award winning (no hyphen)

antique mall

Appalachian Mountains

Autumn Care

Autumn Care Resident Council (also ACRC, if specified)

Appalachian Women's Museum (also AWM, if specified)

Appalachian Grower's Fair

Appalachia

Al Gore

B

Book titles: Put in quotations, and use initial caps (with the exception of a, of, in, the)

barista

Baby Bottle Campaign

bluegrass

Bryson City

"Before You Know It"

C

Jane Coburn
Cullowhee
Career Center
Career Services
Career Services Center
Cowee
Cowee Elementary School
Cashiers
Highlands
Cashiers-Highlands Humane Society
Christmas
Elena Carlson

D

Dillsboro
William Dills
Teresa Dowd
Barbara Diez

E

email
Earth Day
Education Associate
East LaPorte
Environmental Health Club

F

Full Spectrum Farms
Franklin
fall (never Fall)
the farm (unless official name is "The Farm")
freshmen
farmstead
Fontana Lake
"Friday Dog Walkers"
Friends of the T.M. Rickman Store

G

GED
green-thumbed
Greenway Invasives Partnership
greenway
Glenville Lake
grassroots

H

high-tech
Highlands
Hyperlinks: remove hyperlink, but leave web address in standard font
hand-in-hand
Sonja Himes

history department
Highway 107
John Hall
Hwy (referring to a main road highway)
Hwy 64 East

I
Internet (always capitalize)
Internet café

J
JobCat (not Job Cat)
Jackson County
Jackson County Public Library

K
Killian Annex
Peter Koch

L
literary council
Little Tennessee River basin
Little Tennessee River
landowners
Land Trust for the Little Tennessee (LTLT, if specified)

M
Mountain Heritage Festival
Cherry Martin
Mountain Heritage Center
Laura Miller
multi-course
Monteith
Monteith Farmstead
Edna Monteith
Edith Monteith
Monteith Farmstead Restoration Committee
Macro-invertebrate Monitoring
Main Street
Macro-invertebrates

N
North Carolina
Names of organizations: always spell out, unless a designated abbreviation is specified. Example: Western Carolina University (WCU)
non-profit
NC Hwy 28

<p>O</p> <p>Outreach Program (when referring to a specific program)</p> <p>on-call</p> <p>on-site</p>
<p>P</p> <p>Pen Pal Program</p> <p>Peggy Crosby Center</p> <p>PhD.</p>
<p>Q</p>
<p>R</p> <p>H.F. Robinson</p> <p>Rosetta Stone</p> <p>rotary bingo (unless referring to a specific event) Example: Western Carolina Rotary Bingo</p> <p>résumé</p> <p>Chancellor H.F. Robinson</p> <p>"Reduce, reuse, recycle"</p> <p>Roger Clapp</p> <p>Tom Rickman</p> <p>Fannie Rickman</p>
<p>S</p> <p>Smokey Mountains</p> <p>Smokey Mountain Pregnancy Care Center</p> <p>Southwestern Community College</p> <p>spring (unless referring to a specific event) Example: Spring Literary Festival</p> <p>student volunteers (no hyphen)</p> <p>Sylva</p> <p>St. Albans</p>
<p>T</p> <p>therapeutic</p> <p>Titles: look at specific sections of style sheet (book titles, composition titles, etc.) or refer to AP style</p> <p>"Traveling Trunks" program</p> <p>Tuckasegee</p> <p>Tuckasegee River</p> <p>T.M. Rickman General Store</p>

U
University Center
University Center Grand Room

V
Valentine's Day Ball
volunteer-based
University of Virginia

W
web site
Western Carolina University (or WCU, if specified)
Western Carolina Internet Café
Waynesville
Western Carolina PEAKS
Emma Wertenberger
western North Carolina
Webster
Watershed Association of the Tuckasegee River (or WATR if specified)
Washington D.C. (not just D.C.)
Cassie Welsh

X-Y-Z

Footnotes, Bibliographies, and Tables

Miscellaneous Facts / Notes
Do not include "http://" in any web address.
Example: www.maryadams.net