# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>3</td>
</tr>
<tr>
<td>CONTACTS</td>
<td>4</td>
</tr>
<tr>
<td>LOGO AND SEALS</td>
<td>5</td>
</tr>
<tr>
<td>University Name</td>
<td>5</td>
</tr>
<tr>
<td>Logo Application</td>
<td>6</td>
</tr>
<tr>
<td>Logo Placement</td>
<td>7</td>
</tr>
<tr>
<td>Official University Seals</td>
<td>8</td>
</tr>
<tr>
<td>Approved Names and Abbreviations</td>
<td>9</td>
</tr>
<tr>
<td>UNC Affiliates</td>
<td>11</td>
</tr>
<tr>
<td>COLOR</td>
<td>12</td>
</tr>
<tr>
<td>TYPEFACES</td>
<td></td>
</tr>
<tr>
<td>Print Typefaces</td>
<td>13</td>
</tr>
<tr>
<td>Web Typefaces</td>
<td>13</td>
</tr>
<tr>
<td>Typeface Tips</td>
<td>14</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>15</td>
</tr>
<tr>
<td>Image Guidelines</td>
<td>16</td>
</tr>
<tr>
<td>STATIONERY</td>
<td>17</td>
</tr>
<tr>
<td>TEMPLATES</td>
<td></td>
</tr>
<tr>
<td>PowerPoint</td>
<td>19</td>
</tr>
<tr>
<td>Newsletter</td>
<td>20</td>
</tr>
<tr>
<td>WEBSITE</td>
<td>21</td>
</tr>
<tr>
<td>Accessibility</td>
<td>21</td>
</tr>
<tr>
<td>Creating Microsites</td>
<td>22</td>
</tr>
<tr>
<td>Creating Content</td>
<td>23</td>
</tr>
<tr>
<td>Website Writing Guidelines</td>
<td>24</td>
</tr>
<tr>
<td>Lists and Tables</td>
<td>24</td>
</tr>
<tr>
<td>Design and Formatting</td>
<td>25</td>
</tr>
<tr>
<td>Links</td>
<td>25</td>
</tr>
<tr>
<td>File Formats for Documents and Images</td>
<td>26</td>
</tr>
<tr>
<td>EDITORIAL STYLE</td>
<td>27</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>31</td>
</tr>
<tr>
<td>Social Media Strategy</td>
<td>32</td>
</tr>
<tr>
<td>Social Media Content Development</td>
<td>33</td>
</tr>
<tr>
<td>Your Personal Responsibility</td>
<td>33</td>
</tr>
<tr>
<td>MEDIA RELATIONS</td>
<td></td>
</tr>
<tr>
<td>News Releases</td>
<td>34</td>
</tr>
<tr>
<td>LEGAL REQUIREMENTS</td>
<td></td>
</tr>
<tr>
<td>Printing and Cost Statement</td>
<td>35</td>
</tr>
<tr>
<td>EEO/AA Statement</td>
<td>35</td>
</tr>
<tr>
<td>RESOURCES</td>
<td></td>
</tr>
<tr>
<td>General Writing Resources</td>
<td>36</td>
</tr>
</tbody>
</table>
Introduction

The University of North Carolina is committed to maintaining a consistent brand. We strive to craft messages that are not only factually accurate and effective, but also timely, relevant and interesting. To accomplish this, UNC General Administration has developed a style guide to help those writing and designing on UNC-GA’s behalf promote consistent messages, while embracing the distinct visual identity, tone and style representative of the UNC system.

The style guide applies to all internal and external communications released by UNC-GA, including, but not limited to, newsletters, reports for publication, presentations, website development, social media and professional stationery. The standards presented here should be consistently applied in every form of communication representing the University.

We request that all publications follow editorial style guidelines based on the Associated Press Stylebook. All media and copy should reflect the many ways the University, its campuses and affiliates add value to the state. We will continue to update this guide as new programs and initiatives are developed.

Our goal is simple: to represent the University as a leader in the areas of instruction, research, outreach and service to North Carolina. We can accomplish this goal most effectively through consistent branding, messaging, and representation of a strong and diverse system.
Contacts

While this guide is designed to help you complete various communication projects, we do know that questions can arise.

The staff in the Communications Division is always available to assist with any writing, editing, website development and/or creative needs. For general questions or support, please email communications@northcarolina.edu.

VICE PRESIDENT FOR COMMUNICATIONS
Joni Worthington
worthj@northcarolina.edu
919.962.4629

DIRECTOR OF NEW MEDIA
Dena Konkel
dmkonkel@northcarolina.edu
919.962.9771

DIGITAL COMMUNICATIONS MANAGER
Aaron Hawkins
aghawkins@northcarolina.edu
919.843.1903

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
As part of its branding efforts, the University of North Carolina General Administration has adopted a new logo for use on all visual communication materials officially recognized by or associated with the UNC system. The logo pays tribute to the University’s historic seals, yet provides a more modern, stylized use of the Apollo sun and rays. Consistent use of the logo is crucial to our efforts to promote the system as an identifiable and distinguished brand.

The UNC system name, logo and seals must be presented in an appropriate and professional manner, and it is important to follow the guidelines presented here when using the name, logo and seals in all UNC visual representations.

University Name
The official name of the institution is the University of North Carolina. On first reference, it should always be spelled out with no abbreviations. On second reference, after the full name of the institution has been used, you may use UNC. “System” is not part of the official name of the University. When used for clarification, it should always be lowercased. Uppercase the word “University” when it stands alone and refers to the 17-campus system; lowercase it when it refers to a single campus.

FOR EXAMPLE
• “The University of North Carolina has a long-standing commitment to public service,” said UNC President Tom Ross.
• Teaching and learning constitute the primary service that the UNC system renders to society.
• The mission of the University is shaped in large measure by the constitutional and statutory mandates by which public higher education is established and maintained.

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Logo Application

The UNC logo plays an important role in the graphic identity of the institution. Consistent use of the logo is necessary in shaping awareness and recognition of the University.

The UNC system logo should never be redrawn, modified or altered in any way. It is not appropriate to stretch, reposition, rotate, change colors or remove any portions of the image to accommodate space or for individual design preferences. At times, the Communications Division may consider adding other visual elements to the logo to represent special programs or initiatives that require a strong individual presence but are still identified as being a part of the UNC system. Please consult with communications staff if you believe your program meets this criteria.

When produced in color, the UNC system logo should always appear in one of four signature colors, garnet (Pantone 7624 U), the black specified (Pantone Neutral Black), and general black or white. Acceptable color combinations are presented here.

The logo, without the tagline, should never be sized less than 100px tall on a screen or less than 1/3” inches tall in print.

Contact the Communications Division to obtain an official copy of the UNC logo, communications@northcarolina.edu

Logo and Seals

HEX# 82260d
RGB 114-38-13
CMYK 32, 88, 100, 44
Pantone 7624 U
Pantone 483 C

HEX# 333333
RGB 51-51-51
CMYK 69, 63, 62, 58
Pantone 7 U

Example of white logo on dark background. Although you may use the logo on a colored background, do not use the logo inside a block as a standalone element.

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Logo and Seals

Logo Placement

The UNC system logo should always be placed in the upper left corner of the page. If the upper left corner is not available, the top, center is the second most preferred location for proper placement.

When placing the UNC system logo with other logos, placement will depend greatly on available space.

If the other logos are affiliated with the UNC system, the system logo should be at the top of the page or first line in from the left, above all other logos.

If other logos represent organizations not affiliated with the UNC system, then the UNC logo may be placed anywhere on the page, as long as it is not overlapping, touching or being covered by another image.

Regardless of placement, the UNC system logo should have equal space all the way around its edges.

Contact the Communications Division to obtain an official copy of the UNC logo, communications@northcarolina.edu

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Logo and Seals

Official University Seals

Use of official seals is restricted to authenticating official University documents, such as diplomas, certification of Board of Governors awards and actions, Board and presidential publications and other official collateral materials.

The University of North Carolina seal is reserved for formal use on documents, newsletters and materials distributed by UNC-GA.

The University of North Carolina Board of Governors seal is reserved for special programs, awards, documents and collateral materials generated by the Board of Governors.

Neither version of the seal should be used on general documents, advertisements, presentations, posters, promotional items and websites, or as a casual logo or decorative element.

University seals may not be used in any other manner or context without written permission. Please contact the Communications Division for more information.

The Official Seal of the University

The Official Seal of the Board of Governors

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Logos and Seals

Approved Names and Preferred Abbreviations
Approved names and preferred abbreviations for the 17 campuses that make up the UNC system are provided below. Please contact individual campuses with specific questions about university names or marks.

Appalachian State University
“Appalachian State University” (first reference)
“Appalachian” or “Appalachian State” (second reference, preferred abbreviation)
“ASU” (never acceptable as a reference unless space is limited, i.e. charts, tabs and tables)

East Carolina University
“East Carolina University” (first reference)
“East Carolina” (second reference)
“ECU” (preferred abbreviation)

Elizabeth City State University
“Elizabeth City State University” (first reference)
“ECSU” (second reference, preferred abbreviation)

Fayetteville State University
“Fayetteville State University” (first reference)
“FSU” (second reference, preferred abbreviation)

North Carolina A&T State University
“North Carolina Agricultural and Technical State University” (first reference)
“North Carolina A&T State University” or “North Carolina A&T” (second reference)
“N.C. A&T” (preferred abbreviation)

North Carolina Central University
“North Carolina Central University” (first reference)
“NCCU” (second reference, preferred abbreviation)

North Carolina State University
“North Carolina State University at Raleigh” (full official name, for official documents only)
“NC State University or NC State” (preferred form/abbreviation)
“NCSU” (never acceptable as a reference unless space is limited, i.e. charts, tabs and tables)

University of North Carolina at Asheville
“University of North Carolina at Asheville” (first reference)
“UNC Asheville” (second reference, preferred abbreviation)
“UNCA” (never acceptable as a reference unless space is limited, i.e. charts, tabs and tables)

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Logos and Seals

University of North Carolina at Chapel Hill
“University of North Carolina at Chapel Hill” (first reference, most formal form)
“UNC-Chapel Hill” (most common preferred abbreviation)
“Carolina” (familiar)
“UNC-CH” (never acceptable as a reference unless space is limited; i.e. charts, tabs and tables)

University of North Carolina at Charlotte
“University of North Carolina at Charlotte” (first reference, full name)
“UNC Charlotte” (second reference, preferred abbreviation)
“UNCC” (never acceptable as a reference unless space is limited; i.e. charts, tabs and tables)

University of North Carolina at Greensboro
“The University of North Carolina at Greensboro” (first reference, full name)
“UNCG” (second reference, preferred abbreviation, familiar audiences)

University of North Carolina at Pembroke
“The University of North Carolina at Pembroke”(first reference, full name)
“UNC Pembroke” and/or “UNCP” (second reference, preferred abbreviation)

University of North Carolina Wilmington
“University of North Carolina Wilmington” (first reference, full name)
“UNC Wilmington” (second reference, external audience)
“UNCW” (second reference, internal audiences)

University of North Carolina School of the Arts
“University of North Carolina School of the Arts,” (first reference, full name)
“UNC School of the Arts” and/or “UNCSA” (preferred abbreviations, familiar audiences)

Western Carolina University
“Western Carolina University” (first reference, full name, formal, national/external audiences)
“Western Carolina” (less formal, for internal and external groups familiar with the institution)
“WCU” (most informal name, preferred casual name, abbreviation)

Winston-Salem State University
“Winston-Salem State University” (first reference, full name)
“Winston-Salem State” (preferred abbreviation)
“WSSU” (preferred abbreviation)

North Carolina School of Science and Mathematics
“North Carolina School of Science and Mathematics” (first reference, full name)
“NCSSM” (second reference, approved abbreviation)
Logos and Seals

University Affiliates
By state statute, the following organizations are affiliated entities of the University of North Carolina.

UNC Health Care System
UNC Center for Public Television (UNC-TV)
The North Carolina Arboretum

Also under the University umbrella

The North Carolina State Approving Agency (NCSAA)
The North Carolina Center for International Understanding (NCCIU)
The North Carolina State Education Assistance Authority (NCSEAA)

UNC Center for School Leadership Development

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Color

Consistent use of color is an important component in strengthening the University’s brand. The UNC system has adopted a primary color combination of garnet and gold for use on the UNC General Administration website. Secondary colors include blues, greens, gray and cream.

You must always reproduce the official colors using the formulas specified below. Do not use the standard software translation values when converting colors to CMYK or RGB. This could introduce variations and reduce the impact of the brand.

**PRIMARY COLORS**

<table>
<thead>
<tr>
<th>HEX#</th>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>72260d</td>
<td>114-38-13</td>
<td>32-88-100-44</td>
<td>7624 U</td>
</tr>
<tr>
<td>cbc587</td>
<td>203-197-135</td>
<td>22-16-56-0</td>
<td>616 U</td>
</tr>
<tr>
<td>0d7686</td>
<td>13-118-134</td>
<td>224-218-161</td>
<td>614 U</td>
</tr>
<tr>
<td>e0daa1</td>
<td>222-218-161</td>
<td>13-8-43-0</td>
<td>614 C</td>
</tr>
<tr>
<td>7d7a57</td>
<td>125-122-87</td>
<td>50-41-71-16</td>
<td>450 U</td>
</tr>
<tr>
<td>333333</td>
<td>51-51-51</td>
<td>69-63-62-58</td>
<td>7 U</td>
</tr>
<tr>
<td>0d7686</td>
<td>13-118-134</td>
<td>164-186-192</td>
<td>5517 U</td>
</tr>
<tr>
<td>a4bac0</td>
<td>164-186-192</td>
<td>36-18-20-0</td>
<td>7474 C</td>
</tr>
<tr>
<td>80bca8</td>
<td>128-188-168</td>
<td>51-9-39-0</td>
<td>563 U</td>
</tr>
<tr>
<td>b9b9b9</td>
<td>185-185-185</td>
<td>28-22-22-0</td>
<td>Cool Gray4 U</td>
</tr>
</tbody>
</table>

**SECONDARY COLORS**

<table>
<thead>
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<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
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<td>125-122-87</td>
<td>50-41-71-16</td>
<td>450 U</td>
</tr>
<tr>
<td>333333</td>
<td>51-51-51</td>
<td>69-63-62-58</td>
<td>7 U</td>
</tr>
<tr>
<td>0d7686</td>
<td>13-118-134</td>
<td>164-186-192</td>
<td>5517 U</td>
</tr>
<tr>
<td>a4bac0</td>
<td>164-186-192</td>
<td>36-18-20-0</td>
<td>7474 C</td>
</tr>
<tr>
<td>80bca8</td>
<td>128-188-168</td>
<td>51-9-39-0</td>
<td>563 U</td>
</tr>
<tr>
<td>b9b9b9</td>
<td>185-185-185</td>
<td>28-22-22-0</td>
<td>Cool Gray4 C</td>
</tr>
</tbody>
</table>

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Typography, or the selection of typefaces and fonts, is an important part of a uniform brand and significantly contributes to the “look and feel” of digital and print communications.

Print Typefaces
Berthold Akzidenz Grotesk and Whitney are primary typefaces. Berthold is generally used for headlines and titles, while Whitney is often used for body copy. If you do not have access to these typefaces, you can substitute Arial.

BERTHOLD AKZIDENZ GROTESK

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOP</th>
<th>ABCDEFGHIJKLMNOP</th>
<th>ABCDEFGHIJKLMNOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPQRSTU VW XYZ</td>
<td>OPQRSTU VW XYZ</td>
<td>OPQRSTU VW XYZ</td>
</tr>
<tr>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
</tr>
<tr>
<td>opqrstuvwxyz</td>
<td>opqrstuvwxyz</td>
<td>opqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

Web Typefaces
Archivo Black, Arial and Muli are primary typefaces for the UNC General Administration website.Archivo Black is generally used for headlines, while Muli and Arial are often used for body copy.

WHITNEY

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOP</th>
<th>ABCDEFGHIJKLMNOP</th>
<th>ABCDEFGHIJKLMNOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOPQRSTUVWXYZ</td>
<td>NOPQRSTUVWXYZ</td>
<td>NOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
<td>abcdefghijklm</td>
</tr>
<tr>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
<td>nopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Typeface Tips

• Use all-uppercase sparingly as it is difficult to read; all-uppercase lettering should be used only for emphasis or headlines.

• Avoid condensing or stretching the typeface. Use the condensed or extended version within the font family.

• Use script fonts sparingly. Never use a script font in all uppercase.

• Avoid full justified text—type that is flush on both the left and right margins—since space is automatically inserted between words and letters, making it difficult for the eye to read left to right.

• Avoid underlined text; use italic or bold instead.

• Do not use double spaces between sentences. One space is standard.

• “Leading” is the amount of space between two lines of text. For body copy, set your leading to two or three points higher than the type size (if your type size is 12 pt., set your leading at 14 or 15 pt.) Leading in headlines, display type, introductory paragraphs, etc., may vary.
Photography

The University, through its mission, is dedicated to serving North Carolina and its people. All photographs created and used in UNC-GA publications and website pages should be carefully chosen to illustrate and support a central theme—connection and leadership.

Images should tell a story, include people of various ethnicities, ages and races, be colorful, inviting and meaningful, and imply action.

Choose high-resolution photos for printed materials. Image resolution is the amount of detail an image contains. Photography less than 300 dpi (dots per inch) should not be used in print publications. Photos that are 72 dpi are suitable only for use on the website.

Do not change 72 dpi images to 300 dpi. Detail cannot be enhanced if it is already a low-resolution image. A 300 dpi image can be adjusted to a lower dpi, but the image will lose detail. Only resize and scale images using photo editing software.

SAMPLE PHOTOS

![Sample Photos 1](image1.png) ![Sample Photos 2](image2.png)
Photography

Image Guidelines

Images enhance the meaning of text and can help readers understand complicated content. When incorporating photography or graphic images into your design, please consider the following:

• Make sure you have permission to use an image. Verbal or written consent from the image creator and subjects depicted are required.
• JPG, GIF or PNG are preferred file formats for all images
• Images for the website should be no larger than 1,000px tall and 2,000px wide
• When using images on the website, please be sure to include a description in the alternative text tag for each image. The alternative text field is located on the image properties panel and is accessible upon uploading images to the website.

Alt tags help make content accessible to visually impaired visitors requiring the use of a screen reader. Avoid putting text directly on an image, as it may not display correctly for requiring browser assistance (screen reader or Google Translate).

• Avoid using images of unoccupied, isolated or insignificant buildings or spaces.
• When naming an image, be sure to provide detail of the subject or activity depicted in the image. Image names should not include spaces or other special characters.

FOR EXAMPLE

Avoid: 7548973816.jpg
Preferred: bog_doe_john_sm_headshot.jpg

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
UNC General Administration stationery includes letterhead, envelopes, mailing labels and business cards. Stationery is standard for all offices and divisions and should be used for all official UNC business correspondence.

When using letterhead, remember the following:

- All body text should be black.
- It is best to use a left-justified, ragged right format in 11 pt. type.
- Use Times New Roman font.
- Do not use decorative, script, calligraphy or handwriting fonts.
- Do not use the font Comic Sans.

UNC-GA is beginning a rolling conversion to new stationery. New printed stationery should be ordered only as existing stock is depleted.

To access templates for printed and electronic UNC-GA stationery, please contact Kathy Jones. Please provide your name, title and/or department, phone number(s) and email address. The stationery template will be provided to you in Microsoft Word format. When using electronic stationery, it is best to convert your document on the stationery template to PDF before attaching it to email. In addition to ensuring that content is not altered, this will also promote consistent placement of items on the letterhead template.

Electronic Signature

Including an email signature in email correspondence is helpful in identifying who you are and how to contact you if necessary.

Your email signature should include, at minimum, your name, title, phone number and a link to the UNC-GA website. You may also consider including mailing address, division, fax number and links to social media sites affiliated with UNC-GA.

FOR EXAMPLE

John A. Smith
Director of Finance
UNC General Administration
P.O. Box 2688 | Chapel Hill, NC 27515

p: 919.962.9771
f: 919.962.5463
w: www.northcarolina.edu
Stationery

UNIVERSITY OF NORTH CAROLINA

PO Box 2688
Chapel Hill, NC 27515-2688

John Doe,
Vice President of University Services
Phone: 919.962.1000
Email: jdoe@northcarolina.edu

UNIVERSITY OF NORTH CAROLINA

Name
Title
Email
Phone
Cell
910 Raleigh Rd.
Chapel Hill, NC 27514

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Templates

PowerPoint

To maintain a consistent look for all audiences, UNC General Administration has developed a template to use for presentation needs. Please use Arial font for PowerPoint presentations if official fonts are not available. The UNC-GA PowerPoint Template is stored in various formats on the public drive, “UNC-GA PowerPoint Templates” folder.

Effective PowerPoint slides use graphics and text to tell a story. Text-heavy slides can bore audiences and hide key messages. Recent studies indicate the average adult attention span for a presentation is 20 minutes. Keep presentations short and to the point. If you must exceed the recommended 20 minute threshold, give your audience a moment to relax by telling a story, giving a demo, or doing something else that gives the brain a break. *(Inc.com)*

Presentation tips:

- Slides should include no more than six bulleted items and each item should not exceed the length of one line. Do not overload slides with too much text or images.
- Keep “like” topics together. Organize points from the most to the least important. Tell a story in a logical sequence. Avoid descriptions and unnecessary detail.
- Do not place more than two images on a slide.
- Use font size 28-34 for slide body text.

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Templates

Newsletters

Email newsletters are a great way to inform interested groups of stakeholders of new initiatives and/or developments without printing and distribution costs. UNC-GA does not currently maintain a set template for e-newsletter distribution. You may create an e-newsletter or download a template from online. Microsoft Office maintains a set of e-newsletter templates. To support consistency and strength in branding, e-newsletter templates must incorporate components discussed throughout this style guide, including appropriate color scheme, typefaces and logo.

Although you are not required to submit your e-newsletter to the Communications Division for prior approval, we strongly suggest you share your template with us for consultation before your first distribution. Communications staff is happy to offer feedback, and assist with message development and content review. Please add the Communications Division’s email (communications@northcarolina.edu) to your e-newsletter distribution list so that we may stay informed of your division’s programs and initiatives, as well as maintain an active list of e-newsletters currently being distribution by UNC-GA divisions.

E-NEWSLETTER REMINDERS

• Header should include the UNC-GA logo, newsletter title and division of distribution. The UNC-GA logo should always appear at the top, above the newsletter title.

• Footer should always include contact information and a link to the UNC-GA website/social media.

• Colors, typefaces and images should be consistent with guidelines presented in this guide.

• Highlight key news that audiences wouldn’t receive via other channels, versus including all information.

• Track open rate or other analytics when applicable to determine interest and engagement.

• Limit e-newsletter communication to monthly, quarterly or annually. Distribution occurring too frequently may burn out your audience and reduce impact.
Website

The UNC General Administration website is one of our strongest communication tools for reaching varied audiences with information about University programs and initiatives. Maintaining a consistent, user-friendly website, with a professional “look and feel” is important to UNC-GA’s overall branding efforts.

The Communications Division is responsible for general oversight and organization of the content on the website. We work closely with Information and Technology Services, developers and division stakeholders to create and maintain standards of style throughout the entire site.

Accessibility

Your web pages should provide everyone, regardless of physical or technological readiness, access to information. Information on accessibility can be found through the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C). Vision-impaired users need to be able to transform text that they find illegible into a format they can read. Low-vision users need to be able to increase the type size, and along with colorblind users, need control over text and page background colors for maximum contrast.

Pay attention to the following type and layout attributes in your publications to accommodate users with visual disabilities.

• **Emphasis**
  If you use color alone to achieve typographic emphasis, users who cannot distinguish the colors will miss the emphasis. Instead, use bold formatting. Try to avoid italics because they can be difficult to read on some monitors. Also avoid using colored backgrounds.

• **Images**
  Images should have “alternate text” associated with them so that visually impaired clients who cannot view the images may still understand the content. In addition, images should include an alt tag that contains a clear description of the image.

• **Tables**
  Use simple tables with meaningful titles. Many blind users rely on software that reads web pages aloud or outputs information to a speech synthesizer or Braille display. Current software looks at the HTML code of the pages and reads tables in cell-by-cell (linear) fashion. This means that each cell of the table becomes a line or paragraph of text that is read in sequence. A complex layout containing multiple nested tables will produce confusion with unrelated information appearing from nowhere, disrupting the natural flow of the content.

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Creating Microsites

A microsite is an individual web page or a small cluster of pages which are meant to function as a discrete entity within an existing website.

Microsites can add to an organization’s brand when used properly. While the communications’ staff understands that most divisions feel their content warrants a microsite, upon further discussion, you may find that is not necessarily the case. Microsites should only be considered if they complement the University’s website, not compete with it.

Maintaining several microsites can introduce problems with brand consistency, and potentially confuse users 1) making them think they are visiting a site not associated with the University, 2) introducing a new navigation structure, and 3) potentially presenting an entirely different look and feel. If you are interested in establishing a microsite, you must discuss your plans with the Communications Division prior to working with IT staff. Although we will consider the use of microsites on a case-by-case basis, generally a request for a microsite would address the following criteria.

Is the content for a microsite strong enough to have its own brand?

If you have a program or initiative that is branded so strongly that it has its own logo and brand elements (i.e. Gear Up), then you may want to consider creating a separate microsite just for this item. If this is not the case, it’s usually best to keep everything within the main website.

Why are we creating a separate microsite instead of putting this into the main site?

Most people think that by creating a microsite their content will be more helpful and useful to target audiences. This isn’t generally the case. Most visitors will likely search for information on the University’s main website, because it is a reliable and official source of information and first to appear in search results. In addition, most microsites are not entirely self contained. If content will eventually lead users back to the University’s main website, then perhaps the content would better serve visitors through a different creative presentation strategy.

Who is my target audience, and why do I need a microsite to reach them?

Microsites are designed to focus on a main theme or topic, as well as target a specific group or cause. Microsites often use a different approach to users than a traditional website, presenting information through story telling or engaging and experiential presentation. Content should be unique and inform, educate and engage users, not simply duplicate what’s on the main site. The purpose of most microsites is to roll out a campaign, launch a product or communicate about an event.

*Sources: Wikipedia, Spinweb, boagworld, clickwrite, walkersands

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Creating Content

Creating content for a website is very different than writing for other media. Most users scan web content instead of reading, end to end. Keep your user in mind when developing content. Think about what they want to accomplish, and how you can help them get the information they need.

• Make sure the title of the page is relevant to the information on it.
• Use the title of the page, or a shortened version of it, as the link for that page.
• Use an introductory paragraph when necessary. Otherwise, let the header be the introduction to the content on the page. Never “welcome” people to a page or section of the website.
• Provide easy-to-read and easy-to-scan content.
• Lead with your topic or idea.
• Use sentence fragments sparingly.
• Remove ambiguity—Have someone else read the information prior to posting to see if it really makes sense.
• Be clear and direct when writing copy and headlines.
• Avoid using jargon or acronyms.
• Use an active voice.

FOR EXAMPLE

Avoid: The tuition increase proposed by the campus was approved by the Board...
Preferred: The Board approved the tuition increase the campus proposed...
Website Writing Guidelines

- Assign one topic to each paragraph.
- Write short paragraphs, less than 50 words. One-sentence paragraphs are acceptable.
- Use headings and subheadings whenever possible to direct users and organize content.
- Avoid using clever headlines or puns.
- Be mindful that writing is a creative endeavor. There is no single, right or wrong way.
- Keep content current. Outdated or incomplete content can damage the credibility and usefulness of the entire site. If the content is required, but rarely viewed, consider archiving it.
- Each piece of content and each image should support UNC’s mission, key messages and goals.

Lists and Tables

- If the order does not matter, use bullets. If the order does matter, number the items.
- Try to limit lists to nine items or fewer. If your list ends up with more than three tiers, consider rewriting it.
- Always capitalize the first letter of bulleted items. If the bulleted item is a complete sentence, capitalize the first letter and add a period. In a bulleted list, the bullet is the punctuation. No other punctuation is needed to separate items.
- Avoid using tables as a design element. In particular, avoid using tables heavy with data and statistics.
- If you use tables, include your most important labels/information in the first column, as people tend to scan the left side of tables first.
Website

Design and Formatting

- Avoid centering text; it can be hard to read. Website content should be flush left for constancy.
- Avoid overusing boldface and italics. Italicized words can be difficult for visually-impaired users to read. Limit use to citing books, articles or journals.
- Never type in all capital letters.
- Enthusiasm is great! However, please do not use more than one exclamation point on a page.
- Avoid using horizontal lines in your text blocks.
- Don’t emphasize too much. Too many headers, bullets and paragraphs can make a page unorganized and confusing. Emphasize content sparingly.

Links

- A hyperlink is a word, group of words or an image that a user can click on to get more information—whether it is another web page, a PDF or other document.
- Avoid using “Click here,” as hyperlink text.

**FOR EXAMPLE**

Avoid: [Click here](#) for meeting materials
Preferred: [August 8, Board of Governors meeting materials](#)

- Links should be five to seven words. If you have more than five links together, group them.
- Avoid saying “Use the links above.” Grouping them is more helpful for the user.
- Consider placing links in a way a visitor would use them.

**FOR EXAMPLE**

Where can I find [topic]?
I want to [topic].

- Avoid “jump links,” or links that jump to other parts of the same page. Users will prefer to scroll and scan.
Website

File Formats for Documents and Images

File format and the name of the file are two important components to consider when placing documents on the web. All files should be in PDF, Word or txt formats, with PDF being preferred. Files should also be named relevant to the information they provide. Avoid using special characters (/), (&, #, etc.) or spaces. Instead of spaces, use an underscore.

FOR EXAMPLE

Avoid: 2378549.rtf
Preferred: 08-15-2012_bog_meeting.pdf

Consistency of website images is also important in enhancing website quality. Web images should be 72 or 96 dpi (dots per inch) resolution. Using photos that are too small or too large can cause undesirable design and technical issues that result in a web page not looking its best.
Editorial Style

Editorial style refers to a set of guidelines that editors use to help make words as consistent and effective as possible. UNC-GA uses the Associated Press Stylebook as the official editorial guide for all publications. This guide is widely used by academic, public relations and news authorities in determining grammar, punctuation and capitalization. Unless otherwise noted, default to the rules and regulations of the Associated Press Stylebook and the American Heritage Dictionary.

Abbreviations
The first mention of any organization, agency or group should be spelled out. If the organization is not well known, indicate the abbreviation (with periods) or acronym (without periods) in parentheses immediately following the first reference and refer to the organization by its abbreviation thereafter.

Use abbreviations for Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen., and certain military designations when used before a full name.

You may abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity.

Academic degrees
If mentioning an academic degree is necessary to establish an individual’s credentials, the preferred form is to avoid an abbreviation and use the full degree title.

• John Jones earned a bachelor’s degree in history from the University of North Carolina at Pembroke.

Abbreviate degrees when they appear after a full name on second reference, or when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

When used after a name, the academic abbreviation is set off by commas.

• John Jones, M.D., has practiced . . .

Do not use a courtesy title (Mr., Mrs., Dr., etc) with an academic degree and then follow the name with the degree abbreviation.

• John Smith, Ph.D., not Dr. John Smith, Ph.D.

Except for Ph.D. and similar compound abbreviations, all degree abbreviations should be written without periods. Bachelor of Science (BS), Master of Science (MS), Master of Arts (MA), Doctor of Philosophy (Ph.D.), Bachelor of Fine Arts (BFA), Bachelor of Arts in Interdisciplinary Studies (BAIS), Associate in Science (AS).

The terms, “bachelor’s degree” and “master’s degree,” require apostrophes.

Apostrophes
Form the possessive singular of nouns by adding “’s.”

• Jeff’s pencil

One exception to this rule is singular proper nouns ending in “s” for which only the apostrophe can be used.

• Dickens’ computer

Plural possessives are formed by adding “s’ ” unless the word has a special plural construction that does not end in “s.”

• Students’ rights
• Women’s studies

Plurals of words should not contain apostrophes.

• Keep up with the Joneses
• Thousands of items, not thousand’s
Capitalization

The University style follows the basic rules of the American Heritage Dictionary for capitalization.

The official name of the institution is the University of North Carolina. On first reference, it should always be spelled out with no abbreviations. On second reference, after the full name of the institution has been used, you may use UNC. “System” is not part of the official name of the University. When used for clarification, it should always be lowercased. Uppercase the word “University” when it stands alone and refers to the 17-campus system; lowercase it when it refers to a single campus.

Academic departments, administrative offices and facilities are capitalized when the complete office and official designation is used. They are lowercase on second reference.

• Division of Student Affairs
• the division
• Department of Film Studies
• finance department

Lowercase fields of study except when a proper noun is part of the name.

• biology
• English

Lowercase academic degrees

• bachelor’s, master’s, doctorate

Capitalize official names of organizations and major historical events.

Capitalize the following when the complete title is used, lowercase on second reference.

• Agencies
• Boards and Committees
• Programs
• Course titles
• Named awards

Capitalize all words except articles (the, a, an), conjunctions (and, or, for, nor) and prepositions (of, in, on) in the titles of books, plays, lectures, etc.

Lowercase the words “division,” “school,” “department,” “office,” “committee,” “board,” “college,” etc., on second and subsequent abbreviated reference.

Lowercase the names of seasons, except at the beginning of a sentence.

Commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

• The flag is red, white and blue.
• He would nominate Tony, Mary or Carol.

Put a comma before the concluding conjunction in a series when there is more than one conjunction in that series.

• We invited professors from the biology, English, and philosophy departments.

Do not use semicolons in place of commas. Instead, semicolons are primarily used to connect two closely related sentences without an “and.”
Dates
Spell out the name of a month when it stands alone or with the year only. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Put a comma before and after the year when used with month and date, but do not use a comma when a time period is expressed with month and year.
• The celebration will be held in March.
• The events of December 2006 are provided in this document.
• The celebration on Dec. 31, 2013, will be exciting.
• Use 2008-09, not 2008-2009 with an en dash.

In decades identified with their centuries, use figures and omit apostrophes.
• 1950s
• The 80s

Electronic Communications
• When writing out a URL, drop http://.
• Break a url before or after the discrete units that begin the url.
• Don’t break the url with a hyphen.
• If a sentence ends with a url, add a period to the end.
• The word email is not hyphenated.

Here is a list of commonly used computer and Internet terms, acronyms and software programs:
Bluetooth, download, e-book, email, e-reader, Facebook, Foursquare, Google, Googled, hashtag, IM, Instagram, iPad, LinkedIn, metadata, online, Pinterest, RSS, smartphone, social media, tablet computer, text message, trending, Tumblr, Twitter, Vine, voice mail, VoIP, WAP, webcam, webcast, webmaster, website, Web, webpage, web feed, widget, wiki, Wikipedia, YouTube

Hyphenation
Use a hyphen to connect two or more words used as a modifier.
• He works full time.
• He has a full-time job.
• She is teaching an off-campus course.
• She teaches off campus.

Suspend hyphens in a series.
• Do you want first-, business-, or economy-class tickets?

Numbers
Spell out numbers zero through nine; use numerals for 10 and higher. Use either all numerals or all words when several numbers appear together in a passage.

Ages, large numbers and monetary figures should be noted with Arabic numerals.
22 years old, a 40-year-old man (note the hyphens)
• 10 billion
• $5, $22.50, 10 percent (spell out percent)

Spell out numbers when they begin a sentence, or rewrite the sentence to avoid having to spell out a large or hyphenated number, a monetary figure or a percentage.

Spelling fractional amounts that are less than one in text copy; using hyphens between the words.
• two-thirds, three-sixteenths

Convert to decimals whenever practical.
• 4-3/16 should be 4.188

In general, spell out the word percent. The symbol % can be used in scientific, technical and statistical copy.
Quotation marks with other punctuation
Place a comma or period inside the quotation marks. The semicolon and colon are placed outside the quotation marks.
Place question marks or exclamation points inside or outside quotation marks, depending on the quote.
• Did the president say, “The committee will meet this afternoon”?
• The president asked, “Will the committee meet in Conference Room B?”

Titles
Capitalize a title when it appears before a person’s name. Lowercase a title following a person’s name, or when it stands without a name.

Avoid courtesy titles, such as Mr., Mrs., Miss, or Ms.

Titles (and, in most cases, first names) should be dropped on second reference and thereafter. Exceptions are familiar and frequently used occupational titles, such as coach or chancellor.

Use quotation marks to designate titles of short stories, short poems, or articles. Individual chapters in books; individual songs; conference presentations or papers; and radio and television shows.

Italicize titles of books, films, long poems, magazines, plays, record albums, large musical works, newspapers and continuing radio/TV series.

States and addresses
Postal ZIP code abbreviations should not be used when abbreviating a state name in text copy. Use the abbreviations accepted by the Associated Press.
• Calif., Minn., Wis., S.D. (instead of CA, MN, WS, SD)

Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated.

Use Postal Service state abbreviations with no periods in addresses. Items should be listed in the following order.
(Title)
(College, if applicable)
(Office, Agency or Center, if applicable)
(Department)
(Institution)
(Street or Building, Room or Suite)
(City, state, zip code)

Example:
John Jones
Communications Division
UNC General Administration
910 Raleigh Rd.
Chapel Hill, NC 12345-1234

Time of Day
Use lowercase noon and midnight, not 12 a.m. or 12 p.m. Use 5 a.m., not 5:00 a.m.

Do not capitalize a.m. or p.m. Use periods after each letter.

Do not use a.m. at the end of a sentence.

Use a comma after a.m. or p.m. when used in a sequence with day, date and location.
• The show will start at 5 p.m., on Friday, Dec. 7, in Chapel Hill.

For a span of time, either 5-7 p.m. or 5 to 7 p.m. is acceptable.
Social Media

The use of social media in professional communications is continuously expanding, maximizing outreach to target audiences. More organizations are embracing social media as an integral part of their communications plans, and for obvious reasons. Social networking allows organizations to interact, engage and encourage dialogue with key stakeholders, as well as get information out faster and more efficiently than traditional distribution methods.

Social media encompasses Internet forums, blogs, social networks (Facebook, Twitter, Instagram, etc.) podcasts and photograph and video sharing. Not all social media platforms are appropriate for every circumstance. It is important to consider your audience and message when determining whether to use social media, and if so, which platform(s) may best meet your needs.

Are you ready for social media?

UNC General Administration will launch its social media strategy with one, designated and official page for each social media platform it chooses to utilize. The Communications Division is responsible for establishing and overseeing the content and message of the UNC system’s presence on social media sites. UNC-GA social media presence will take place in two phases. Phase I will establish the official UNC-GA Facebook page that will be managed and maintained by the Communications Division.

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Social Media

Social Media Strategy

PHASE I
Phase I will begin with a review and assessment of UNC-GA and what the institution wishes to accomplish through the use of social media. During the assessment, a communications workgroup will identify goals, challenges and key messages, as well as examine public opinion and ways to use social media to be proactive in overcoming inaccurate or incomplete messaging.

Initially, our purpose for using social media will be to distribute information about UNC-GA, (including its various divisions, affiliated entities and UNC campuses) and to drive traffic to the newly revised website to establish it as a reliable and official source of information. Eventually, we will consider whether to broaden the strategy to focus on engagement and interaction.

Individual divisions should submit to the Communications Division any content or materials they wish to distribute through the official, UNC-GA Facebook page. The Director of New Media is available to assist in content and message development.

PHASE II
Phase II will require review and assessment of the various divisions within UNC-GA to determine social media interest and readiness.

Communications staff will meet with the respective vice president or others designated to manage social media on behalf of the division to discuss interest, goals, messaging, content and frequency of social media use.

During Phase II, we will assess which social media channels may be useful to UNC-GA and its divisions, as well as determine whether the need exists for certain divisions to establish and maintain their own social media groups/pages or serve as administrators to the official UNC-GA Facebook page.

Please be patient during the development of UNC-GA's social media policy and launch into social networking. Please DO NOT establish social media pages for your division until you have met with the Director of New Media. Doing so may deter users from official UNC-GA pages and dilute the purpose and message behind establishing a reliable and official source of information.

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
Social Media

Social Media Content Development
Content for social media distribution should be timely, relevant and interesting. The Communications Division will accept content from individual divisions during all phases. A Social Media Council, made up of representatives from interested divisions, will meet monthly to review content, determine appropriate distribution strategies and discuss ongoing ideas for social media involvement and engagement.

Social media is an effective way to reach a large community when done so in a thoughtful and respectful way. Communications staff is available to assist you in developing content that supports a strong and successful social media experience.

The Social Media Policy will be revised as the Communications Division further develops UNC-GA’s social media strategy.

Social Media: Your Personal Responsibility
University employees are allowed to have personal social networking sites. These sites must remain personal in nature and be used to share personal opinions or non-work related information. In addition, employees should never use their work e-mail account or password in conjunction with a personal social networking site.

**Be transparent:** If you decide to talk about or post material related to the University or one of its constituent campuses, please be clear that you are not speaking as a UNC employee. For example, you could say, “The views expressed in this blog/post/etc. are my own and do not necessarily reflect the views of my employer.”

**Use good judgment:** Your online activities may impact your personal reputation, image and ability to effectively interact with coworkers. Of course, you are free to share your personal views, but be aware of how your postings may impact you and your coworkers’ ability to contribute to the University.

**Think before posting.** Privacy does not exist in social media. Public posts are indexed in search engines, and private comments can be forwarded or copied and easily made available to the public. Use privacy settings to restrict personal information on otherwise public accounts, but be aware of the limited protection this provides.

*Sources: ncdcr.gov, pg.com

Need guidance or support? Contact the Communications Division at communications@northcarolina.edu.
UNC General Administration is dedicated to building and strengthening relationships with the news media to responsibly promote the University and its accomplishments and inform the public about policy, positions and general news. The Communications Division is responsible for coordinating and overseeing all media relations efforts on behalf of the University.

Inquiries requesting information or comment regarding University policy or position should be directed to the Communications Division. Please feel free to contact the Communications Division with questions or for guidance.

**News releases**

All news releases are distributed through the Communications Division. If you have questions about how best to make information available to the public, or need help drafting a news release, please contact communications staff.
Legal Requirements

Printing Cost Statement
State of North Carolina regulations require a cost statement on printed documents in quantities of 200 or more that utilize state funds and are intended for external distribution. Only documents printed for the sole purpose of sale to the public are excluded from use of the cost statement. The term “cost” includes printing costs in the form of labor and materials and other identifiable design, typesetting and bindery costs.

The following statement should appear on the back or inside back cover of the publication:

0000 copies of this public document were printed at a cost of $000 or $000 per copy (G.S. 143-170.1).

If an agency fails to comply with this section then the agency’s printing budget for the fiscal year following the violation shall be reduced by 10 percent. (G.S. 143-170.1 (a3)).

Printing with non-state funds
Printing with non-state funds must comply with the University logo policies and other publication guidelines.

EEO/AA Statement
University publications must display a statement of nondiscrimination. All documents for external audiences must contain one of the following:

It is the policy of UNC General Administration to provide equal opportunity in employment for all qualified persons and to prohibit discrimination in employment because of race, color, religion, sex, nationa origin, age, disabling condition, sexual orientation, genetic information or veteran status.
Resources

Associated Press Stylebook (with paid subscription)

American Heritage Dictionary (also available for purchase)

Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C)

General Writing Resources

Purdue University Online Writing Lab

APA style and scholarly publishing

*The Elements of Style, Fourth Edition* | William Strunk Jr. and E. B. White

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