This stylebook contains technical and grammatical guidelines for web and print materials. The guidelines were developed to establish a consistent brand and standards for all Gillings School communications.

The grammatical guidelines have been adapted, with some exceptions, from the *Associated Press Style Guide* (edition, 2016).

Questions? Contact communications staff members David Pesci, Linda Kastleman, Branson Moore or Jennie Saia.
About the University, the School and its units

- First reference to the School is **UNC Gillings School of Global Public Health**, or if for a wider audience, **Gillings School of Global Public Health at The University of North Carolina in Chapel Hill**. Subsequently, use the **Gillings School**, **UNC Gillings** or simply **Gillings**. Do not use abbreviations or acronyms, including SPH, our SPH, Gillings SPH, GSGPH, etc.

- Use either **Department of Biostatistics** or **biostatistics department**.

- Use **The University of North Carolina at Chapel Hill** or **UNC-Chapel Hill** on first reference, never **UNC-CH**.

Academic titles

- First reference to a faculty or staff member with a professional degree should include their degree. Subsequent references are by surname.
  - *Joe Jones, PhD, should not be operating on that patient. Jones is not a medical doctor.*

- Rank is capitalized if used before name, lowercase if after.
  - *Associate Professor Jane Smith, ScD, likes to have a non-professional surgeon working nearby. Jones, associate professor, performed an appendectomy on her husband.*

- People should not be referred to by first name except within a quote.
  - *“Joe did a pretty good job of removing his appendix,” Smith said.*

- Do not include periods in degrees. (This is an AP style exception.)

- Distinguished professorships are capitalized as named, e.g., **Barbara K. Rimer, DrPH, dean and Alumni Distinguished Professor** or **Steven Zeisel, MD, PhD, Kenan Distinguished Professor of nutrition**.

- Students and their degrees: One earns a (not his/her) degree **from** the School in the subject (e.g., a doctorate in health behavior from the Gillings School). One isn’t a PhD student, but a doctoral student or a Doctor of Public Health/Doctor of Philosophy student. If the student has completed comprehensive exams and dissertation defense, refer to him/her as a “candidate.”

Standardization of page titles, seminars and theses on our website

Use the following AP style guidelines:

- Capitalize principal words, but not short prepositions and conjunctions.
- Capitalize an article or words of fewer than four letters if it is the first or
last word in a title.

- Place titles in quotation marks. This includes titles for all lectures, seminars, presentations, theses and research papers.
  - *Her Foard Lecture, “Eat, Drink, Vote: The Politics of Food,” was a great success.*
  - *Davis’ “An Exploration of Life After Death and Other Unusual Things from a World Far Away,” was published in his story collection, Daze Gone By.*

- Capitalize page titles when they are listed as page headings, menu links or links inside sentences. (If applicable, the word “page” should be lowercase.)
  - *The Centers, Institutes and Affiliates page lists specialized programs associated with the School.*

- Titles of tabs follow this rule as well. Please bold any titles that cannot be hyperlinked.
  - *The Academic Support tab provides information about becoming a tutor.*

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**Rooms**

Some rooms in the School are named to honor donors or other important figures. On first reference, please use the following room names, followed by the room number in parentheses. Subsequent references can omit the room number.

- Joan Heckler Gillings Auditorium (133 Rosenau Hall)
- Dean’s Conference Room (171 Rosenau Hall)
- W. Fred Mayes Telecommunications Center, or Mayes Center (230 Rosenau Hall)
- Blue Cross and Blue Shield of North Carolina Foundation Auditorium, or BCBSNC Foundation Auditorium (0001 Michael Hooker Research Center)
- Armfield Atrium, or Jane Hall Armfield and William Johnston Armfield IV Student Commons
- William L. Roper Conference Room (2005 Michael Hooker Research Center)
- Carmen Hooker Odum Conference Room (3005 Michael Hooker Research Center)
- The Ibrahim Seminar Room (1301 McGavran-Greenberg Hall)
- Nutrition Kitchen (241 Rosenau Hall)
- Health Policy and Management Conference Room (1101-F McGavran-Greenberg Hall)

**Outside the School**

- The William and Ida Friday Center for Continuing Education
Logos

- When using the Gillings School of Global Public Health logo, or any other approved unit logo, the university’s full name, “The University of North Carolina at Chapel Hill,” must appear:
  - on the same web page, or
  - within the same print publication.

- Do not alter any element of a logo, including the color.
- Any new logo must be created and approved by UNC Creative.
- Please contact our office (sphcomm@listserv.unc.edu) if you have questions about the use of logos.

Reference Guide

Here are some common grammatical, style and consistency errors – and their proper usage:

- **Use only ONE** space after a period. Typing/MLS style requires two; AP style, just one.
- **accept, except**: Accept means receive. Except means exclude.
- **adviser** with an ‘e’
- **a lot** is two words.
- **alumna** is one female graduate; **alumnus** is one male graduate; **alumnae** is a group of females; **alumni** is a group of males or a mixed group of males and females.
- **African-American** is preferred in all uses; ‘black’ (lowercase) is acceptable. Caucasian (capital) or ‘white’ (lowercase).
- **And/But**: Try not to start sentences with conjunctions. Spell out ‘and’ rather than use ampersand (&) unless the ampersand is part of a company name (P&G).
- **degrees**: PhD, ScD, MPH, BSPH. Person earns ‘a Master of Public Health degree,’ not ‘her MPH.’
- **, e.g.**, (for example)
- **, i.e.**, (that is)
- **email** (lowercase)
- **exclamation points**: Use them sparingly, if at all!
- **Flier**, not flyer, is the preferred term for a page that provides information about an event.
• **Gillings**: reference to the benefactors whose gift resulted in the School’s renaming should be ‘Dennis Gillings and Joan Gillings.’

• **health care** (two words), except where its use as one word is in an established name, e.g. in HPM’s degree, *Executive Master of Healthcare Administration*, or in a company name. Hyphenate if used as an adjective: health-care policy, health-care services.

• **hyphens/dashes**: Use a hyphen to connect two related words or to separate numerals. (Hyphens are small with no spaces on either side.) Use a dash for abrupt changes or interruptions in sentences (Dashes use the em dash with a space on either side.)

• **its, it's**: *Its* is possessive: *The dog wagged its tail. It’s* is the contraction for it is: *It’s raining.*

• **lead/led** are present/past tenses of a word that means to direct. *Lead* is not past tense; it’s a metal.

• **Master’s degree/program**

• **OK/okay**: If possible, use an alternative, more formal word, such as ‘all right.’ In cases of a quotation or other times when it must be used, ‘OK’ is the correct spelling.

• **percent, not %**

• **schoolwide** should be one word, not school-wide or school wide. Capitalize it (Schoolwide) when referring to the UNC Gillings School of Global Public Health.

• **state names**: North Carolina on first reference, then N.C. (with periods). Other states: use AP, not post office, abbreviations (see ‘state names’ in AP guide), e.g., Md., Ore., Calif., Texas.

• **United States** on first reference when possible, then U.S. (with periods).

• **website, web, webinar, webcast, internet, web page** (lowercase)

To practice consistency across the website, please follow these rules.

**Do not use a serial comma (aka Oxford comma).**
The serial comma is the period that comes before the conjunction. It should be omitted.

- Incorrect: My favorite fruits are peaches, blueberries, and bananas.
- Correct: My favorite fruits are peaches, blueberries and bananas.

**addresses**

- Use the abbreviations Ave., Blvd., and St. only with a numbered address.
  - *The Carolina Inn is located at 211 Pittsboro St.*
- Spell them out and capitalize when part of a formal street name without a
number.
  o Rosenau Hall faces Columbia Street.
  • Lowercase and spell out when used with more than one street name.
  o The Michael Hooker Research Center is located between Pittsboro and Columbia streets.
  • All other similar words are spelled out: alley, drive, road, terrace, court.

apostrophes
  • Use an apostrophe followed by s to form the plurals of single letters and numbers: A’s and B’s.
  • Do not use it for plurals of numbers or multiple-letter combinations: 1990s, ABCs.
  • Use an apostrophe to show possession (Rebecca’s books) or omission of letters (don’t). [See the its/it’s rule for exception.]
  • Do not use an apostrophe to show the plural of a last name.
  o The Griswolds invited us to dinner.
  • Add an apostrophe to the end of “Gillings” when it is used as a possessive noun.
  o Dr. Dennis Gillings’ commencement speech covered topics such as money and management in public health.

click vs select
  • Do not use the word “click” to indicate a link, image or area of the page.
  Instead, use the word “select.” Select the option below for more information.

contact vs email
  • You do not need to use the word “email” when it is understood that an email address is being used.
  ▪ Incorrect: For more information, email sphcomm@listserv.unc.edu.
  ▪ Correct: For more information, contact sphcomm@listserv.unc.edu.

dates
  o Jan. 12 is the first day of class.
  • Spell out months when used alone or with a year.
  o Do not plant your tomatoes in January.
  • Do not use a comma to separate a month and year.
  • Use a comma to separate a day and year.
  o The Goonies was released June 7, 1985.
  • Do not abbreviate days of the week.
  • Do not use “on” before a date.
  • Omit st. nd, rd and th at the end of dates. (i.e., do not write June 1st, 2nd, 3rd, 4th, etc.)
directions
- Use lower case for north, south, southeast, etc. when they indicate compass directions.
  - He drove west to find the best tacos.
- Capitalize when they designate regions.
  - A storm hit the Midwest. It will bring rain to the East by the weekend.
- Lower case when used as an adjective before a country, state, county or city, but capitalize when denoting a widely known section.
  - northern Orange County, western North Carolina, Northeast Central Durham, Down East.

dollars and cents
- Write out numbers under one dollar.
  - 50 cents
- Use $ and numerals for amounts up to six figures.
  - $418,000, $3,489
- Use words and round off for amounts of $1 million or more, unless the detail is required for a report.
  - $21.9 million, $1.2 billion
- Omit the decimal point and zeroes when the amounts are whole numbers.
  - $5, $45,687

phone numbers
- When using an area code, place the numbers inside parentheses.
  - (919) 555-2368

time of day
- Use both periods in a.m. and p.m.
- Use "noon" instead of 12 p.m. (10:30 a.m.–noon)
- Capitalize noon when it begins a time. (Noon–2 p.m.)
- Omit the double zeroes in time. Only write non-zeroes. (:15, :30, :45)
- Only use a.m. or p.m. once. (1–2 p.m.) (10–11:30 a.m.)
- When spanning a.m. and p.m., you can use both. (10 a.m–3:30 p.m.)
- Use an em dash to divide time.

There’s some overlap here, but each link includes some common spelling/grammar mistakes:
- http://theoatmeal.com/comics/misspelling
- http://www.lordbalto.com/Error.htm
Technical Guide

Here are some common technical issues related to the website.

Text size and headings
Do not manually change font size. If size variation is needed, use the ‘Heading’ options.
Below are rules for use of various headings on the Gillings School website.
Please check with us if you think you need an exception or have other questions.

- **Paragraph**: If you need to reset any of your text to standard-sized font, use the Paragraph selection.
- **Bold Text**: You may use bold text to highlight words or phrases in sentences.
- **Heading 1**: Do not use.
- **Heading 2**: Do not use this for sentences. You may use this for one-, two- or three-word phrases that help separate sections of content on your page. Examples include:
  - Apply
  - Tuition and Fees
- **Heading 3**: Do not use this for sentences. You may use this for short phrases containing less than 10 words. Examples include:
  - How to Reserve a Room
  - Departments at the Gillings School
- **Heading 4**: You may use this for a sentence containing fewer than 15 words. Examples include:
  - Thank you for visiting the UNC Gillings School of Global Public Health.
  - Chapel Hill is a land of opportunity.
- **Heading 5**: You may use this for multiple sentences or descriptions containing 15 words or more. Examples include:
  - Our thriving biostatistics department is recognized as a worldwide leader in research and practice.
  - Our maternal and child health department was founded in 1950 and is one of the world’s leading academic departments for research, teaching and practice.
- **Heading 6**: Never use.

Images: Uploading to WordPress, photo sizing, etc.
Below please find a reminder/update on our image policy and some frequently
asked questions. Please let us know if you have any questions or concerns.

Every image uploaded to your department or unit pages reflects upon the Gillings School’s website and, therefore, upon the School. Please keep this in mind when taking or editing pictures. This includes brightening, color-correction and re-sizing. When in doubt, feel free to ask.

**Uploading and labeling new media**
- If you upload any new images, label them as: "DEPARTMENT/UNIT INITIALS_name of file" (COMM_atrium1) (BIOS_classroom3) (ALUMNI_landscape1).
- If the name of the file is a portrait, use “last name_first name_year taken” (moore_branson_2014) (solo_han_1983). You may omit the year if you do not know. (bowie_david) (reynolds_burt)
- If you are uploading an image for a slideshow, highlight box or callout box, try to use that term as part of your label (NUTR_highlight_open-house) (PHLP_slideshow_symposium2015).
- It is good practice to record the caption in the caption box when you upload the media*. If you do this, anyone who wants to reuse the image can reference the same caption throughout the site. (You can always change the caption on your particular page.)
- *However, any text written in the caption box will also appear in highlight boxes.
- Add “Alt Text” in the available box. This text will be audible for the visually impaired. Please try to be as descriptive as possible. (Dr. Siddhartha Mukherjee stands at the front of Rosenau Auditorium and speaks to a large group of students, faculty and staff.)

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**Linking from an image**
By default, images you upload will include link URLs. It is good practice to delete the link to your actual image (select 'None'). There are always exceptions to this rule. The most common exception involves linking a small image of a PDF to a larger PDF document.

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**Image sizes**
Here is a reminder about minimum image sizes for various templates. Please save your images to be 'web ready' at 72 dpi.
- Slideshow: 912 x 608 pixels
- Highlight boxes: 500 x 299 pixels
- Callout boxes: minimum of 95 x 200 pixels (recommended 200 x 200)
- Profile images: 738 x 714 pixels
- When using a profile image on a non-profile page, it should be 200 x 200 pixels.
If you upload images larger than these sizes, they will 'resize' to fit inside the template. However, there is no guarantee that the image won't be distorted or cropped in a way you don't want. It is always best to resize an image before uploading.

Captions

- Make sure ALL images have a caption.
- Except in the case of a profile image (or “headshot”), captions should be written as a complete sentence.
- If possible, the caption should denote who/what is in the picture and/or where the picture was taken.
- If an image requires credit, use the phrase 'Photo by (name)'. If your photo came from an outside news source, agency or photo-sharing site, please use their photo attribution rule. If the subject supplied the photo but does not have more details, you can say ‘Contributed photo’.
- When writing one's name on a profile image, attach 'Dr.' to the beginning of the name, instead of PhD, MD or DrPH at the end. It is not necessary to use 'Mr.' or 'Ms.' if the featured person does not hold a medical or doctoral degree.
- Profile-sized headshots do not usually require attribution unless they are used by special permission.
- You may choose to use an image to illustrate an idea or concept rather than show someone or something to which the text refers. For instance, in the case of a photo of four students in graduation gowns: a) if the photo is used to talk about four graduating students who won awards, the students will be named and their awards will be noted in the caption; b) if the photo is used to illustrate a page about commencement, a caption might be “Gillings School graduates, such as the 2013 alumni pictured above, hail from 99 N.C. counties and 55 countries around the world.”

Searching for images
When you need images for web pages, PowerPoint presentations, fliers or other uses, don’t hesitate to email the communications office (sphcomm@listserv.unc.edu) or contact Linda, Jennie or Branson individually. We can be of help even if you have only a general sense of what you’re looking for (e.g., “Rosenau Hall in autumn” or “students working in a lab”).

A good external resource for photographs is Creative Commons (search.creativecommons.org). Please make sure you make note of – and ideally, include in the name of the photo – the name of the person(s) who took the photo. Some of these pseudonyms will be odd, but it’s the best attribution we can give. Proper form would be, for example, “Photo by (name of source).”
Please send the photo to sphcomm@listserv.unc.edu so we can maintain a record of images on our site.

We trust your good taste, judgment and sensitivity, but here are a couple guidelines:

- When showing information about risk behaviors (smoking, drinking, overweight, etc.), it is better to show the positive rather than the negative (e.g., a person exercising rather than overeating). If someone is depicted in a compromised or potentially embarrassing situation, choose or crop a photo such that faces are not shown.
- Refrain from using photos of minors, except in cases where permission has been granted.

Other media items

Attaching PDFs, Word documents, etc.
When linking to any attachment, use the "open link in a new link/tab" hyperlink setting.

When linking to a PDF on your page, add "(PDF)" next to your PDF link. Do not hyperlink the phrase “(PDF).”
- More information is available online (PDF).

Labeling syllabi, CV
If you are uploading new documents, please adapt the same format for any other media item. Please construct a name that makes the most sense for your searches. My recommendations are below.

- Syllabi
  - The following approach of 'deptnumber_syllabus_year' has worked well for most managers. (e.g., bios667_syllabus_2016).
- CVs
  - We recommend 'deptname_cv_name' for CVs. (e.g., bios_cv_ibrahim.pdf, comm_cv_solo_han.pdf)

Omit diacritics from file names
Please remove accents (é), umlauts (ä), tildes (ö), cedillas (ç), etc., before uploading your file to the media library.

Social media icons
If you are using a social media icon as a link to your page, please use the correct
Facebook requires that you use the "f" logo, the “Like Button,” the “Thumbs Up” icon or the “Find Us on Facebook Badge.”
- Please use the ones we have uploaded to the media library:
  - facebook-f-Logo__blue_100
  - facebook-like-button-2015-06
  - facebook-ThumbFinal_4.9.15
  - facebook-FindUsOnFacebook-online-100

Twitter requires that you use the 'Twitter bird' icon. Do not use the Twitter text logo or the lower-case 't' logo.
- Please use the ones we have uploaded to the media library:
  - Twitter_logo_blue
  - Twitter_logo_white

Hyperlinks
If you link to a page external to the School's website (i.e., anything that does not begin with sph.unc.edu), use the "open link in a new link/tab" hyperlink setting.

Hyperlinking periods and commas
- If your hyperlink comes at the end of a sentence, do not hyperlink the period.
- If your hyperlink is adjacent to a comma, do not hyperlink the comma.

Hyperlinking with page titles
If you use a page title for a hyperlink, only include the name of the page. Do not include the word “page.”
- The School Leadership page provides a flowchart of administrative, department and academic groups within the School.

Blue text vs. hyperlinks
Please do not use blue for your non-hyperlink fonts. In almost every case, users associate blue text with hyperlinks. (If you need to change the color of your font, please check with us first.)