

Stylebook (Two Pager)

UNC Gillings School of Global Public Health

This two-page document contains the “top hits” from our more extensive School Stylebook. The guidelines were developed to establish a consistent brand and standards for all Gillings School communications. The grammatical guidelines were adapted, with some exceptions, from the [Associated Press Style Guide](#).

Questions? Contact communications staff members at sphcomm@unc.edu.

First reference to the School on any document, web page, etc. is “the UNC Gillings School of Global Public Health,” or if for a wider audience, “the Gillings School of Global Public Health at The University of North Carolina at Chapel Hill.”

Subsequently, use “the Gillings School,” “UNC Gillings” or (rarely) “Gillings” and “the School.” Never use abbreviations or acronyms, including SPH.

Use either “Department of Biostatistics” or “biostatistics department.”

Capitalize School and Schoolwide (one word) when referring to the Gillings School. Capitalize University when referring to UNC-Chapel Hill. Do not capitalize “department” unless you write out the full, correct name of the department (see entry above). The same is true for “institute,” “program,” “center,” etc.

Do not capitalize names of fields of study like “health behavior” or “epidemiology.” Example: Some Gillings health behavior students also study epidemiology or biostatistics.

First reference to a faculty or staff member with a professional degree should include their degree. Subsequent references are by surname only (no “Dr.”).

- Joe Jones, PhD, should not operate on you. Jones is not a medical doctor.

Rank is capitalized if used before name, lowercase if after.

- Associate Professor Jane Smith, ScD, gets along well with her students.
- Smith, an associate professor, has won a teaching award.

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

One isn’t a PhD student, but a doctoral student. A person earns ‘a Master of Public Health degree,’ not ‘her MPH.’

Place titles in quotation marks. This includes titles for all lectures, seminars, presentations, theses and research papers. Italicize the names of journals and books.

Some rooms in the School are named to honor donors or other important figures (see the full list in our Stylebook). On first reference, please use the official room names, followed by the room number in parentheses. Example: Joan Heckler Gillings Auditorium (133 Rosenau Hall)

When using the [Gillings School logo](#) (updated in 2018), or any other approved unit/department 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. Please refer to the full [University guidance on logo use](#), all of which applies to the Gillings School's logo as well. Contact our office if you have questions about the use of logos or need high-res files. Any new logo must be designed by UNC Creative.

Use only ONE space after a period.

Use exclamation points sparingly. (Please!)

Health care is written as two words in all uses, except when it is part of an established name (like the Executive Master of Healthcare Administration or a company name).

In body copy (not headlines or web page titles), use North Carolina and United States on first reference, then N.C. and U.S. (with periods).

Do not use a serial comma (aka Oxford comma).

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

Add an apostrophe to the end of "Gillings" when it is used as a possessive noun.

- Dr. Dennis Gillings' commencement speech was excellent.

Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when using a specific date.

- Jan. 12 is the first day of class.

Spell out months when used alone or with a year.

- Do not plant your tomatoes in January.

Do *not* use a comma to separate month/year; do use a comma to separate day/year.

- The Goonies hit theaters in June 1985.
- The Goonies was released June 7, 1985.

Do not abbreviate days of the week.

Omit st, nd, rd and th at the end of dates. (e.g., do not write June 1st, 2nd, 3rd, 4th, etc.)

Use \$ and numerals for amounts up to six figures (\$3,489). Use words and round off for amounts of \$1 million or more, unless the detail is required for a report (\$2.9 billion).

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

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 (2 p.m., not 2:00 p.m.)

Only use a.m. or p.m. once. (1–2 p.m. and 10–11:30 a.m.)

When spanning a.m. and p.m., you can use both. (10 a.m. – 3:30 p.m.)