

Stylebook

UNC Gillings School of Global Public Health

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, 2019).

Questions? Contact communications staff members Branson Moore or Jennie Saia at sphcomm@unc.edu.

Table of Contents

Grammar Conventions	3
Names	3
<i>The University</i>	3
<i>The Gillings School</i>	3
<i>Departments</i>	3
<i>Centers and Institutes</i>	3
<i>Offices in the School (CAUs)</i>	4
Degrees	4
Titles	5
<i>Academic Titles</i>	5
<i>Quotations</i>	5
Addresses	5
Apostrophes	5
Commas, serial comma	6
Dates	6
Directions	6
Dollars and Cents	6
Email vs Contact	7
Modifiers.....	7
Phone Numbers.....	7
Rooms	7
<i>In the School</i>	7
<i>Outside the School</i>	8
Time	8
Grammar Reference Guide.....	8
Website Conventions	9
Headings	9
Images	10
<i>Uploading to WordPress, photo sizing, etc.</i>	10
<i>Labeling media</i>	10
<i>Caption, alt-text and description boxes</i>	10
Hyperlinks.....	11
<i>Click, click here</i>	11
<i>Opening a link in a new page or tab</i>	11
<i>Linking to PDFs, Word documents, etc.</i>	11
<i>Hyperlinking punctuation</i>	12
<i>Hyperlinking with page titles</i>	12

Grammar Conventions

Names

The University

- The first reference to the university is the **University of North Carolina at Chapel Hill**. If used at the beginning of a sentence, it should be written as **The University of North Carolina at Chapel Hill**.
- Subsequently, use **UNC-Chapel Hill** or **Carolina**.
- Do not use **UNC**.

The Gillings School

- The first reference to the School is **the 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 at Chapel Hill**.
- Subsequently, use **the Gillings School**, **UNC Gillings** or (rarely) **Gillings and the School**.
- Do not use abbreviations or acronyms, including SPH, our SPH, Gillings SPH, etc.
 - *Welcome to the UNC Gillings School of Global Public Health. The first student orientation will take place on Sept. 5. All are welcome to attend. Representatives from the Gillings School will answer questions until 2 p.m.*
- When referencing the School's benefactors whose gift resulted in the School's renaming, use "Dennis Gillings and Joan Gillings." Do not use "the Gillings" to refer to the benefactors.

Departments

- There are two options for writing a department's name.
 - **Department of (Name):** *The Department of Nutrition will host a luncheon next Friday.*
 - **(name) department:** *The nutrition department will host a luncheon next Friday.*
- Subsequently, "the Department" may be used.
- If referring to a course of study, use lower case.
 - *She studied biostatistics at the Gillings School.*
- The Public Health Leadership Program always uses capitalization.
- Subsequently, "the Program" may be used.

Centers and Institutes

- The first reference should include the full, capitalized name of the center or institute.

- *The Center for Pharmicoepidemiology evaluates the safety of drugs and devices in real-world clinical settings.*
- Subsequently, it can be shortened to only include “Center” or “Institute.”
 - “...the Center provides...,” “...the Institute conducts...”
- In some cases, an acronym may follow an official name and be used in subsequent sentences.
 - *The North Carolina Institute for Public Health (NCIPH) provides training and technical assistance to the public health workforce. NCIPH offers formal training in leadership and business development and maintains an extensive website with e-learning modules.*

Offices in the School (CAUs)

- Please note capitalization and use of ‘office’ when used in a sentence.
 - “the Dean’s office...”
 - “the facilities office...”
 - “the finance office...”
 - “the human resources office...”
 - “the Research, Innovation and Global Solutions office...”
 - “the Office of Student Affairs...”
- Do not use “office” with the following units. The acronyms may be used as stand-alone terms in subsequent sentences.
 - Academic Affairs
 - Audiovisual Services or AV Services
 - Instructional and Information Systems (IIS)
 - SPH Advancement
 - Strategic Analysis and Business Intelligence (SABI)

Degrees

- Do not include periods in degrees. (*This is an AP style exception.*)
 - PhD, DrPH, MD, ScD, MPH, BSPH
 - Do not include BA or BS.
- doctoral student vs doctoral candidate
 - If the student has completed comprehensive exams and dissertation defense, refer to him/her as a “candidate.”
 - If the student has not completed comprehensive exams and dissertation defense, refer to him/her as a doctoral student or a Doctor of Public Health/Doctor of Philosophy student.
 - Never use “PhD student.”
- One earns *a* (not his/her) degree *from* the School *in* the subject.
 - *She earned a doctorate in health behavior from the Gillings School.*

- *He earned a Master of Public Health degree in epidemiology from the Gillings School.*
- Use “master’s degree” or “master’s program.”
- Never use “MPH degree” or “PhD degree.”
- Never use “Master’s of Public Health.”

Titles

Academic Titles

- The first reference to a faculty or staff member with a professional degree should include their degree. Subsequent references are by surname.
 - *Henry Jones Jr., PhD, will present his lecture at 7 p.m. on improving public health in North Carolina. Jones studied at the University of Chicago.*
- Rank is capitalized if used before name, lowercase if after.
 - *Associate Professor Ellen Ripley, ScD, took samples of water from the creek behind the school. Navin Johnson, associate professor of geology, tasted the water and got sick.*
- Distinguished professorships are capitalized as named.
 - *Barbara K. Rimer, DrPH, dean and Alumni Distinguished Professor or Steven Zeisel, MD, PhD, Kenan Distinguished Professor of nutrition.*

Quotations

Use the following AP style guidelines:

- Place quotation marks around titles of articles, presentations and documents.
 - *Her Foard Lecture, “Eat, Drink, Vote: The Politics of Food,” was a great success.*

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.
 - *Rosenau Hall faces Columbia Street.*
- Lowercase and spell out when used with more than one street name.
 - *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.
 - *The Griswolds invited us to dinner.*
- Add an apostrophe to the end of “Gillings” when it is used as a possessive noun.
 - *Dr. Dennis Gillings’ commencement speech covered topics such as money and management in public health.*

Commas, serial comma

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.

Dates

- 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.
 - *Many don’t realize that Die Hard was released in July, not December.*
- Do not use a comma to separate a month and year.
 - *Back to the Future hit theaters in July 1985.*
- Use a comma to separate a day and year.
 - *The Goonies was released on June 7, 1985.*
- Use a comma after the year if the phrase includes day, month and year.
 - *On March 24, 1984, five students reported for detention at Shermer High School.*
- Use “on” before a date or day of the week.
- Use “in” before a month or year.
- Do not abbreviate days of the week.
- Do not use 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.
 - *She drove west to find the best tacos.*
- Capitalize when they designate regions.
 - *Unfortunately, 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.
 - *There is a good taco place in northern Orange County, but the place in Northeast Central Durham is the best.*

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

Email vs Contact

- 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.*

Modifiers

Avoid splitting participles and infinitives.

- Correct: The virus first was identified in June.
- Incorrect: The virus was first identified in June.

Phone Numbers

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

Rooms

On first reference, always include the room names, followed by the room number in parentheses.

- *This year’s Foard Lecture will take place in the Joan Heckler Gillings Auditorium (133 Rosenau Hall).*

Subsequent references can omit the room name.

- *Please note that seating in 133 Rosenau Hall is limited to 146 people.*

In the School

Some rooms in the School are named to honor donors or other important figures.

- 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)
- Health Policy and Management Seminar Room (123 Rosenau Hall)

Outside the School

- The William and Ida Friday Center for Continuing Education*
- Tate-Turner-Kuralt Building Auditorium at the UNC School of Social Work

*“The” should always be capitalized, even when used in the middle of a sentence.

Time

- 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 “at” before time when describing a specific time.
 - *She will arrive at 3 p.m.*
- You may use “from” and “to” to describe a span of time in a sentence.
 - *The orientation will take place from 9 a.m. to noon.*

Grammar 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.
- **&**: Spell out ‘and’ rather than use ampersand (&) unless the ampersand is part of a company name (Procter & Gamble).
- **accept, except**: Accept means receive. Except means exclude.
- **admissions counselor**
- **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).
- **, e.g.**, (for example)
- **, i.e.**, (that is)

- **email** (lowercase)
- **exclamation points:** Use them sparingly, if at all!
- **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.
- **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.*
- **Jr., Sr.:** abbreviate and include the period. Do not precede with a comma. *Henry Jones Jr. studies archaeology.*
- **lead/led** are present/past tenses of a word that means to direct. **Lead** is not past tense; it’s a metal.
- **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)

Website Conventions

Here are some common rules to help with website accessibility. For visual examples, visit the [WordPress Tips](#) page on the School’s website.

Headings

Headings organize hierarchal information on a web page for visual users and visually-impaired users. Headings allow a user to scan a page and focus on pertinent topics. Visually-impaired users can scan through headings the same way, with the assistance of a screen reader. This makes it especially important to mark your page’s main topic(s) with Heading 1, or h1, and nest the subtopics under those.

Tip: Headings follow the same pattern as a traditional, bulleted list.

Heading 1 (h1) should always be the first heading used.

- **Heading 2** (h2) is nested under h1.
- **Heading 2** (h2) might appear again.
 - **Heading 3** (h3) would be here, if it's a subheading of this h2.
- **Heading 2** (h2) might appear many more times under h1.

Heading 1 (h1) might appear again.

Heading 1 (h1) might appear many times without a nested subheading.

Images

Uploading to WordPress, photo sizing, etc.

The use of large image files can affect a page's load time. It is always best to resize your image and save it as a web-friendly file before uploading it.

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.

Labeling media

- Always provide a name for your image before uploading it. Do not leave the camera file number on the image.
 - Wrong: DSC_8404
 - Wrong: IMG_3302
 - Correct: epid-student-defense-916x604
 - Correct: nutr-lab-945x690
- It is recommended that you label your image as: "department/unit initials-name of file."
 - comm-atrium-916x604
 - bios-classroom-916x604
 - cehs-office-750x504
- If the name of the file is a portrait, use "last name-first name-year taken."
 - solo-han-1983-400x400
 - rimer-barbara-2017-400x400
- You may omit the year if you do not know.
 - rosenau-milton-200x200
 - ripley-ellen-300x250

Caption, alt-text and description boxes

When you upload an image, always populate the first two boxes.

Caption: This box will provide a caption whenever the image is used on the website.

- 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.

Alt Text: The text in this box will be read by screen readers, allowing better accessibility for visually-impaired visitors.

- Try to be as descriptive as possible. (Imagine you are describing the image to someone.)
 - *Dr. Barbara K. Rimer stands at the front of Joan Heckler Gillings Auditorium and speaks to a large group of students.*
- If the image is a portrait or headshot, only use the person's name.
 - *Dr. Barbara K. Rimer*
- Do not use "image of" or "photo of."

Description: Use this box to provide any additional information about the image.

- If the image is not owned by the Gillings School, photo attribution and/or the photo's source should go here.
 - *Photo courtesy of John McClane/Creative Commons Flickr.*
- It is not required, but you may place where and when the photo was taken.
 - *Photo taken on Arbor Day, 2015.*

Hyperlinks

Click, click here

Do not use the word "click" or "click here" to indicate a link. Instead, clarify the target of the link by being as descriptive as possible.

- Wrong: Click [here](#) to apply.
- Wrong: [Click](#) for more details about applying.
- Correct: Please visit the [Apply](#) page for more information.

Opening a link in a new page or tab

Only use when:

- Linking to a page external to the School's website (i.e., anything that does not begin with sph.unc.edu).
- Linking to a document, such as a PDF or docx file.

Linking to PDFs, Word documents, etc.

When linking to any attachment, designate the file by adding (PDF) or (doc).

- Download the [Reimbursement Request Form \(PDF\)](#) to process your payment.

Hyperlinking punctuation

- 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.
- Do not hyperlink quotations.

Hyperlinking with page titles

If you use a page title for a hyperlink, please include the name of the page. Do not include the word “page” as part of the hyperlink.

- The [School Leadership](#) page provides a flowchart of administrative, department and academic groups within the School.