REPRESENTING GEORGIAN COURT UNIVERSITY

- BRANDING & VISUAL IDENTITY
- EDITORIAL STYLE
- WEB STANDARDS & PRACTICES
- CAMPUS PRINT SHOP
- MEDIA & PUBLIC RELATIONS
INTRODUCTION

Very often the first contact that people have with Georgian Court is through the images and materials that they see. This branding guide will help us make sure that all of our materials—from the Web to T-shirts, from signage to publications—convey our brand. A strong brand image helps people remember us. Research shows that the key to name recognition is consistent, frequent impressions over time. Using our logo and consistent images will help us become better known and recognized for who we are and what we do best. Every time you use the Georgian Court logo, you help build the university’s brand and raise our profile.

Georgian Court made many strategic changes in 2012 and 2013 to set us on our path to becoming a leading regional institution of Catholic education in the Mercy tradition. Along with changes to full coeducation, integration of academic and student life, and the Global Transformation Initiative, one of the goals of the Strategic Plan 2012–2017 is to “promote and enhance the reputation, image, and profile of Georgian Court.” To help us reach that goal, new branding was introduced in 2013.

The Office of Marketing and Communications is responsible for managing the university’s brand, communication style, and visual identity. The office sets branding, marketing, and visual identity policies and oversees the efforts of internal and external individuals and organizations that communicate the university’s message and identity, including all academic, non-academic, and administrative units, as well as commercial vendors.

Our “brand” is who we are as an institution. It is the unique promise we make to each person who engages with Georgian Court about what they can and should expect. It is the image we project, and how that image affects the way people feel about us. Maintaining a strong brand, a strong reputation, and a strong presence in the marketplace of ideas is critical. It requires communicating the distinctive qualities of Georgian Court in a consistent, effective, and clear manner at all times.

All print materials, Web sites, advertising, media communications, and other marketing and communications materials need to comply with branding and visual identity standards before being printed, produced, published, or distributed.

The standards and guidelines contained in this manual are meant to help us communicate the qualities of our excellent faculty, staff, programs, and facilities. These standards provide continuity as new programs and initiatives are developed and offer a reference point for the development of consistent and high-quality marketing and communications materials.

Each school, division, department, and office of the university is responsible for complying with these guidelines and applying these standards correctly. Thank you for helping to ensure that Georgian Court University’s brand remains effective, clear, and consistent.

All queries regarding branding, marketing, media relations, and usage of Georgian Court University’s visual identity should be directed to the Office of Marketing and Communications at 732.987.2270 or marketing@georgian.edu.
BRANDING & VISUAL IDENTITY

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USE OF THE GEORGIAN COURT UNIVERSITY TRADEMARKS: NAME, SEAL, & LOGOS

The Georgian Court University name, seal, and logos, including the intercollegiate athletics logo, are trademarks of the university and are controlled and protected by the university. The university’s trademarks cannot be used to endorse any product or service, either explicitly, or implicitly, without the permission of the Office of Marketing and Communications. In addition, all products bearing Georgian Court University trademarks must be ordered from an approved manufacturer and administered through our licensing company, Strategic Marketing Associates. This includes all products ordered by university departments; student organizations; the bookstore; and other contractual vendors; and all not-for-sale items, including giveaways. The Office of Marketing and Communications should be consulted when ordering promotional items.

The official university logo should be used on communications issued in the university’s name. This includes all brochures, postcards, booklets, and similar items issued by individual offices or departments. The university relies on the logo as the single graphic element which, when used universally, establishes a consistent visual identity for the entire institution. Use of the logo also ensures that the correct, complete name of the university appears on all official Georgian Court University communications (e.g., stationery items, brochures, Web sites). Guidelines on the correct use of the university logo are outlined later in this guide.

Faculty and staff wishing to use the university’s logos on books, journal articles, and conference presentations must first obtain permission from the Office of Marketing and Communications. Requests for use of trademarks associated with intellectual property owned by the university, such as academic research, should be addressed to the Office of the Provost.

Use of the Georgian Court University seal is restricted to official university documents and certificates of merit used by the university. The central crest, seen for example on university business cards, can be used as a design element for ads, programs, or other university documents.
The university seal contains a central crest that features a ribbon stating the three virtues, which surrounds symbols that represent the university. The crest is encircled by a ring with the university name.

Laurel, the Greek symbol of victory and triumph, unites the elements of the seal as a Georgian Court education unites intellectual and spiritual pursuits for the development of the whole person.

The Sisters of Mercy Cross symbolizes true Christian character and our school’s founding by the Sisters of Mercy.

The lighted lamp enlightens the true Christian character and depicts the virtues of truth and goodness.

Students achieve intellectual development through the Book of the Arts and Sciences.

The lion signifies moral and physical fortitude.

The university was founded in the year 1908.

The three virtues through which the Georgian Court graduates will triumph are: Bonitas—Goodness, Disciplina—Discipline, Scientia—Knowledge.
FULL SEAL

CENTRAL CREST

TYPOGRAPHIC ARRANGEMENTS

GEORGIAN COURT UNIVERSITY
THE MERCY UNIVERSITY OF NEW JERSEY

Allows for the nesting of the crest.
(See next page.)

GEORGIAN COURT UNIVERSITY
THE MERCY UNIVERSITY OF NEW JERSEY

Allows for centered or horizontal placement of the crest.
(See next page.)
OFFICIAL UNIVERSITY IDENTITY WORDMARKS

The central crest from the university seal has been combined with the two typographic arrangements of the university name to create three acceptable versions of the identity wordmarks below.

**VERSION 1  NESTED WORDMARK**

The dimensions allow for use in the widest range of media and proportions.

**VERSION 2  CENTERED WORDMARK**

This wordmark is a more formal arrangement.

**VERSION 3  HORIZONTAL WORDMARK**

This is appropriate for more horizontal arrangements.
ALTERNATE MARK

The following spirit mark can be used as an identifying mark for all student-related programs, activities, and events.

White on colored backgrounds
WORDMARK GUIDELINES: COLOR USE

The following guidelines apply to all three wordmark versions shown on page 7.

Full color with blue and gold type on white background

Single color version on white background. Color can be black or dark blue, as shown.

Blue color version on lighter color background

White on blue background

White on black background
WORDMARK GUIDELINES: UNACCEPTABLE TREATMENTS

The following guidelines apply to all three wordmark options shown on page 7.

DO NOT rearrange any elements of the wordmark.

DO NOT create any competing shapes or containers inside the wordmark.

DO NOT use the wordmark on imagery that competes in any way with the colors and detail.

DO NOT stretch, compress, or warp the wordmark.

DO NOT place the wordmark in any kind of container.
WORDMARK GUIDELINES: MARGINS

To maintain wordmark clarity and to ensure that other graphic elements do not compete visually with the wordmark, specific minimum margin space must surround the wordmark art. This minimum distance, shown as “X” below, is the margin space to use when placing the wordmark at the edge of any digital or printed publications.

OPTION 1: NESTED WORDMARK

The margin space equals the height of the first word, “GEORGIAN”
WORDMARK GUIDELINES: MARGINS CONT.

To maintain wordmark clarity and to ensure that other graphic elements do not compete visually with the wordmark, specific minimum margin space must surround the wordmark art. This minimum distance, shown as “X” below, is the margin space to use when placing the wordmark at the edge of any digital or printed publications.

OPTION 2: CENTERED WORDMARK

The margin space equals the height of the words “GEORGIAN COURT UNIVERSITY,” including the divider line.

OPTION 3: HORIZONTAL WORDMARK

The margin space equals the height of the words “GEORGIAN COURT UNIVERSITY,” including the divider line.
WORDMARK GUIDELINES: SCALE

Please follow the guidelines below when reducing the size of the identity wordmarks.

UNIVERSITY SEAL

The size of the seal should not be reduced smaller than 1.5 inches (or 108 points) to maintain seal clarity and detail.

OPTION 1: NESTED WORDMARK

The size of the crest should not be reduced smaller than 1 inch (or 72 points) to maintain clarity and detail.

OPTION 2: CENTERED WORDMARK

The size of the crest should not be reduced smaller than 1 inch (or 72 points) to maintain clarity and detail.

OPTION 3: HORIZONTAL WORDMARK

The size of the crest should not be reduced smaller than 1 inch (or 72 points) to maintain clarity and detail.

NOTE

Should the need arise for a version of the seal or crest that must be smaller than above guidelines, please contact the Office of Marketing and Communications for custom variations.
LETTERHEAD USING OPTION 3: HORIZONTAL WORDMARK

This wordmark is used for the letterhead due to its strong horizontal arrangement.
The following examples show how the seal, crest, and wordmarks may be used in various contexts.

White on dark photo background that doesn’t compete with the wordmark

Ghosted white crest on a photo background

NOTE
Sample shown here is 75% of actual size.
Blue and gold are the two official colors of Georgian Court University, using the color formulas below.

**PMS 2738**

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>87</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>66</td>
<td>152</td>
<td></td>
</tr>
</tbody>
</table>

**HEX 1B4298**

**PMS 1245**

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>28</td>
<td>100</td>
<td>18</td>
</tr>
<tr>
<td>R</td>
<td>G</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>213</td>
<td>159</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

**HEX D59F0F**

When design or budget limits color use, the following alternate color treatments for the wordmark are available:

- **All Black**: Uses black ink only and is appropriate for use on white or light-colored backgrounds, such as fax coversheets, memos, forms, and items to be photocopied.
- **All Blue**: Uses PMS 2738 ink only and is appropriate for one- or two-color pieces that use only our primary PMS colors.
- **All White**: Appropriate for use on black or dark-colored backgrounds.

Other colors, or any combination of blue and gold other than those specifically outlined here, are not permitted.

Please see the *Wordmark Guidelines for Color Use* on page 9 for guidelines on appropriate single-color uses of the university wordmarks.
The university also has a secondary color palette consisting of seven hues that complement our signature colors. If colors outside of the primary colors are to be used, we strongly suggest the use of the provided secondary palette.

- **PMS 116**
  - CMYK: C 0, M 16, Y 100, K 0
  - RGB: R 255, G 210, B 0
  - HEX: #FFD200

- **PMS 144**
  - CMYK: C 0, M 48, Y 100, K 0
  - RGB: R 248, G 151, B 29
  - HEX: #F8971D

- **PMS 1795**
  - CMYK: C 0, M 94, Y 100, K 0
  - RGB: R 238, G 53, B 36
  - HEX: #EE3524

- **PMS 255**
  - CMYK: C 51, M 100, Y 0, K 25
  - RGB: R 115, G 20, B 114
  - HEX: #731472

- **PMS 3005**
  - CMYK: C 100, M 34, Y 0, K 2
  - RGB: R 0, G 129, B 198
  - HEX: #0081C6

- **PMS 298**
  - CMYK: C 69, M 7, Y 0, K 0
  - RGB: R 19, G 181, B 234
  - HEX: #13B5EA

- **PMS 3282**
  - CMYK: C 100, M 0, Y 46, K 0
  - RGB: R 0, G 169, B 163
  - HEX: #00A9A3

- **PMS 7546**
  - CMYK: C 33, M 4, Y 0, K 72
  - RGB: R 66, G 89, B 104
  - HEX: #425968
Below are the two primary fonts used to create the Georgian Court University seal and wordmarks. These fonts are also used in the design of university publications.

**Arno Pro**

**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**Gotham**

**BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**BOOK ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910

**BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz 12345678910
SELF-CREATED FLYERS, POSTCARDS, ETC.

Those wishing to raise awareness for events and programs open only to current members of the campus community (a strictly internal campus audience) are permitted to create and post their own materials without approval as long as they adhere to the guidelines noted below and in the Student Handbook. ANYTHING—flyers, posters, postcards, e-mail blasts, forms, etc.—intended for the general public or an external audience, however, must be approved by the Office of Marketing and Communications prior to distribution. Please see the Marketing Collateral and Production Schedule section for more information on submitting items for review.

Guidelines for Self-Created Materials

• All items should include the GCU logo. Placement, sizing, and color of the logo must adhere to the parameters in the Logo section of this manual.

• No clip art. Ever. Clip art adds clutter and is perceived as juvenile. The more stuff you have on the page, the less any of it stands out. Marketing maintains an extensive photo library of GCU images and has access to reasonably priced stock photography that you can use to add visual interest to your piece without cluttering the page.

• No crazy fonts. Fonts can be a great way to add visual interest to your piece, but overly themed and highly stylized fonts are difficult to read and perceived as juvenile. If you want to use a “fun” font in your piece, be selective: make sure it is legible from a distance and don’t choose a font that undermines the sophistication of your program. NEVER use more than two different fonts on a page, and one of those fonts should always be from the GCU identity system, such as Arno Pro or Gotham. This continuity will help people recognize your piece as a part of an official university event.

• Do not pull images off of Google Images, etc. Many images on the Internet are copyrighted or require a monetary charge for usage. If you need a specific image, please contact the Office of Marketing and Communications to receive help in obtaining images. Most images on Google are low-resolution and will never reproduce well.

• Follow appropriate posting guidelines. The Student Handbook outlines where and how flyers and posters may be posted on campus. Also, please be conscious of keeping our campus clean and current—remove and recycle flyers and posters after events have passed.
MARKETING COLLATERAL &
THE PRODUCTION SCHEDULE

All marketing collateral targeting an external audience and many pieces for internal use are produced through the Office of Marketing and Communications, including brochures, flyers, forms, and applications.

When initiating a request for marketing material, one should start by completing a Design Production Request Form, available on the GCU Web site under Marketing or by contacting the Office of Marketing and Communications. Submitting this form as early as possible will help you plan your project’s timeline and budget up front and help us to be clear on what’s needed from the start. We recommend submitting your request a minimum of eight weeks prior to the date you want the final printed piece in your hands. This is merely the recommended minimum; the sooner you start this process, the smoother it will go and the more successful it will be in raising interest in your program.

Why eight weeks? Since we serve the entire university, we have dozens of projects in the production schedule at any given time. Eight weeks is a standard minimum production timeline that allows time to complete existing projects while planning and producing new ones. We do our best to give each project the attention it deserves and when a project comes in without proper time to review, plan, and develop, it unfairly takes time and resources away from others, and everyone’s projects suffer. It is incumbent upon you, the client, to leave ample time for the preparation of marketing materials. Rush jobs are strongly discouraged.

When submitting a job for production it is important to have all content ready that will be needed to produce the project. Names, dates, and times, should be finalized, content should be accurate, and any photos provided to marketing for use in the piece must be sent as a high-res jpeg file — not pasted into a Microsoft Word or Publisher document.

Once a request is approved, it goes into the production schedule and you will be contacted with a target date for the first draft as well as with any questions. The first draft is rarely perfect as is, and often several rounds of drafts, edits, and revisions will take place before the piece is ready for production.

In the first round of proofs, you should look for any and all errors in information accuracy, spelling, and grammar. Check titles, dates, and contact information carefully. You should also pay close attention to the overall design of the piece. The first round of proofs is the time to speak up if you feel a photograph or aspect of the design doesn’t suit your needs or accurately represent your program. In most cases, we will be happy to make changes (within the parameters of GCU branding standards); however, once the process moves into the second round of proofs, it is assumed that all design elements are approved and layout changes will not be accepted after that point.

In the second round of proofs, check to ensure that all of the requested edits from the first round were done correctly and that no new edits are needed. If no new edits are needed, respond with “okay to proceed to print.”

Marketing makes every effort to ensure a piece is accurate, consistent, and free of errors; however, the client shares equal responsibility for the end product. Please take your time and be thoughtful when reviewing your items. Once an item has been sent to the printer, changes are costly and will cause delays.
ADVERTISING

Advertising for the university, its events, and its programs is handled exclusively through the Office of Marketing and Communications. Contact the director of marketing and communications at ext. 2266 with any requests for advertising.

Honoree Ads/Charitable Sponsorships

Georgian Court maintains relationships with a number of not-for-profit organizations that request our participation in fund-raising programs throughout the year, including requests for directory advertising and event program advertising (ad journals), commonly known as honoree ads. Often, several individuals on campus work with these organizations, and each receives a request for support. Please note that these requests are handled exclusively through the Office of the President, and any requests for support should be forwarded to the Office of the President.

Giveaway Items

Giving away free items such as pens, mouse pads, water bottles, etc., can be an effective means of getting the word out about your program and serve as a lasting reminder after an event. Contact the Office of Marketing and Communications, which maintains a list of approved vendors and marketing partners, for assistance in designing and ordering these items.

COMMUNICATION GUIDELINES WHEN USING THE GEORGIAN COURT BRAND

• Emphasize our Mercy, values-based education and student-centered learning environment when you tell people about GCU.

• Use the logo and wordmark exactly as shown in all of your communications.

• Draw on the brand attributes and message points (see page 22) for speeches, presentations, and all other communications. The brand attributes describe what we do, and the message points explain why what we do matters.

• Select images from our image library for your PowerPoint presentations and other communications tools.

• Plan events that tell the GCU story of Mercy education in a collaborative environment and support our messages.

• Let the Office of Marketing and Communications know of people and programs who are doing things that reflect the brand. They can then use these stories on the Web, in university publications, and with the media.
THE PROMISE

Our promise is a concise expression of what the people of Georgian Court do collectively for our students and for each other. It guides our actions and is the reason behind every one of our success stories. The promise, as with all tools of identity and communication, is meant to stimulate the imagination and start a conversation.

*Georgian Court University delivers to the world engaged citizens who have integrity, intellectual surety, and a powerful sense of purpose.*

BRAND ATTRIBUTES

Brand attributes are essentially “features” of Georgian Court University. They may not be unique to GCU, but they are true about our university, our programs, people, culture and “brand personality.” Please incorporate them, as appropriate, into your talks, presentations, and writing about Georgian Court. And it isn’t just a matter of words. When choosing images and video to represent Georgian Court, consider the spirit of these attributes.

**Sample proof point**

“Georgian Court makes you want to learn. The faculty and staff here inspire you to do more than you thought you were capable of doing. If you have problems with anything—anything at all—there’s always someone willing to help.”

– Mulner Gontrant ’14, Criminal Justice Major

We offer what no other New Jersey college does: a life-affirming education in the Catholic Mercy tradition.

We are unrelenting in our commitment to developing in students the conviction that they, personally and collectively, have the capacity to change the world for the better.

KEY MESSAGES

Georgian Court University’s key messages support all of our identity tools. They explain how Georgian Court University keeps its promise and stands apart from peer institutions. Key messages answer the question: “Why GCU?” and are very handy when you have only 30 seconds to provide that answer. Always be on the lookout for proof points—that is, concrete examples that demonstrate who we are and what we do.

We are a spectacularly beautiful place for learning where students become integral members of a community of scholarship, friendship and empowerment.

**Sample proof point**

“Georgian Court makes you want to learn. The faculty and staff here inspire you to do more than you thought you were capable of doing. If you have problems with anything—anything at all—there’s always someone willing to help.”

– Mulner Gontrant ’14, Criminal Justice Major

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BRANDING & THE WEB

Georgian Court University’s Web presence is a vital asset to the image and identity of GCU. It is often the first contact we have with prospective students, faculty, and staff and is sometimes our sole connection with an audience.

More than ever, the Web gives us a unique opportunity to advance the university’s mission, promote our educational offerings, and highlight faculty research and student excellence. As more people and organizations turn to the GCU Web site for information, it is essential that we provide a user-friendly experience that meets the expectations of current and prospective students, faculty, staff, alumni, and friends.

GCU’s Web policies and standards reinforce the GCU brand across Web pages, social media, and other online materials. These guidelines also ensure a consistent, accessible, and intuitive experience for those who visit us via the Web.

WEB POLICIES & STANDARDS

While some creative aspects of presentation and interactive media are subjective, there are many aspects of Web design, creation, and management that speak directly to function. Such objective aspects reflect audience expectations and needs, technical capabilities, personnel resources, and management goals.

Other considerations that go into creating Web pages include defining your audience, first impressions, navigation, and design. As the Web is steadily becoming a primary form of communication, it is important to understand that online communication is unique. What works well in print won’t always succeed on the Web.

Creating pages for www.georgian.edu requires a considerable amount of investigation and planning and continual evaluation and maintenance. Reaching out to GCU’s Web and Electronic Communications (WEC) staff is your first step in establishing or improving GCU Web pages, and they offer guidance in all stages of online development and management.
Creating & Maintaining Web Pages

All aspects of GCU Web presence represent official communications from the university to the public and must adhere to university policies and standards regarding both content and technical structure. As such, WEC may remove any textual or multimedia content, Web pages, or external links that violate university policies and standards, or local, state, federal, or international laws.

Georgian Court University’s rules of conduct—including all copyright rules and restriction on the use of written, graphical, video, and audio materials and data, and standards and requirements for acknowledgment of sources in academic work—as stated in the Student Handbook and in the Faculty Handbook—must be met in all aspects of the GCU Web presence.

Technical Considerations

- All aspects of the GCU Web presence must use the established templates and structures set forth by WEC.

- All content must observe standards set forth in this guide and be reviewed and approved by the appropriate Web site management team.

- All images must be appropriate, cropped efficiently, and sized properly for Web use. It is strongly encouraged that departments/offices contact WEC to format images. Make arrangements to share image files by e-mailing webmaster@georgian.edu or calling ext. 2769.

- Multimedia projects must be coordinated with WEC in order to assure quality, technical standards, and accessibility.

- The “blink” and “underline” tags should not be used.

- Links to pages off the GCU Web site should be avoided. Please try to maintain content on www.georgian.edu. If outside links must be used, they need to open in a new window or tab via the target attribute. Outside links must be regularly checked to maintain validity. Links to other pages within the GCU Web site should not open in a new window or tab.

- All pages must adhere to the fonts and color palette in the university’s page template and branding policy. Our Web font is restricted to Verdana. Font sizes should not be set manually. Instead, Heading tags (h1–h6) and Paragraphs (P) should be used to format content. Restrict your use of colors on GCU Web pages to those available within the university’s content management system. Typically, GCU pages incorporate blue (#1a4197), gold (#d5a00f), dark brown (#4B3329), black (#000000), and white (#ffffff).

- Contact information is critical to ensuring effective communication. Make sure your department, division, office, and/or unit are identified prominently on the page. In the sub-navigation menu on the left-hand side of the screen, be sure to include:
  - Building location and postal address
  - Phone and fax number(s)
  - E-mail link(s)
  - Office hours, if applicable
  - Secondary pages, which always link back to your main page.

Tools

WEC develops tools for use within university Web sites to build our audiences and assist in the management of data. Planning your site’s functionality is very important. Before adding any augmentations or features to your Web site, discuss the plan and issues with WEC. Contact webmaster@georgian.edu for more information.

To add or update material on www.georgian.edu, one should be trained to use the university’s content management system. Please contact WEC to set up an appointment at ext. 2769. After training, new users will be able to update their department or office’s pages. Additional training may be needed for advanced work.
Web-based communications are an excellent vehicle for sharing information, media, event information, and building an online community presence.

But as with all electronic communication, an Internet presence only has impact and effectiveness when information is up-to-date and accurate, and comments and requests are managed and responded to in a timely manner. Outdated information or a poorly managed presence does not reflect well.

Social Media Guidelines

In an effort to ensure consistent messaging and brand identity, Georgian Court University will maintain a single presence for Facebook, Twitter, YouTube, Instagram, Vine, etc. These official social media channels will be maintained through the Office of Marketing and Communications. The various social media channels that have been maintained by other departments or offices on campus will be removed, and, if need demonstrates, moved over to a Facebook group. Each group will have a departmental or office representative serve as a group administrator, as well as an administrator from the Office of Marketing and Communications.

Definition of Social Media: For the purposes of these guidelines, social media includes the various online technology tools that enable people to communicate easily via the Internet to share information and resources. Social media can include blogs and social networking sites like Facebook, Twitter, YouTube, and LinkedIn. Any Web application, site, or account maintained by Georgian Court University that facilitates an environment for staff, faculty, students, and alumni to share information and opinions in an interactive way is included in this definition.

Target Users: The main target audience for GCU social media channels are those students/families who are interested in attending GCU in the future. Beyond that target should also be current and past GCU students, faculty, and staff, or those interested in GCU events open to outside community members.

Purpose: It is Georgian Court University’s intention to use social media as a way to reach out to the GCU community by providing useful information—not limited to just news and events—but on any topics that may be of interest to our unique population.

Goals: It is the goal of our social media presence to keep our users informed, and to give them multiple, convenient methods of communicating with the university and providing feedback. Furthermore, it is our goal to increase the reputation of GCU by establishing our social media channels as a source of timely and trusted information.

Responsibilities: The marketing specialist, assistant editorial director, and Web administrator will serve as the points of contact for the university’s social media channels via e-mail to facebook@georgian.edu. It is the job of these individuals to keep current on trends and technologies in social media and assess the potential usefulness of new technologies for the university.

It is the role of these individuals to oversee the creation of new social media accounts, grant and monitor access to various social media accounts, ensure consistent branding and messaging across social media channels, and ensure that all social media accounts and posts are in accordance with the university’s branding and identity guide, Representing Georgian Court University.

The GCU official social media channels will be the official social media voice of Georgian Court University. These pages and accounts will announce all Georgian Court University news when the information is approved for release to the public. If there is any question as to where information should be released, please check with the Office of Marketing and Communications, as they are charged with maintaining the integrity of the GCU brand and managing how the university is represented to a very broad audience. For university-wide events, design and content
creation should always be done in collaboration with a representative from the marketing team.

**Guidelines for Social Media Accounts:** Web sites and/or accounts that purport to represent information as Georgian Court University (including the colleges, schools, departments, divisions, offices, centers, institutes, programs, series, etc.) on any publicly available Web site must be coordinated, approved, and administered by the Office of Marketing and Communications. This office will provide appropriate logos. Web sites/providers that host unauthorized accounts using identification as Georgian Court University or its subdivisions—in name or image, including logos—will be contacted for immediate removal of accounts. The Office of Marketing and Communications maintains social networking Web pages that serve as official gateways and resources to our students, faculty, staff, alumni, parents, and friends who want to connect to GCU.

**Facebook**

Facebook is a ubiquitous and rapidly growing platform for social networking and for sharing updates and information. The Office of Marketing and Communications works with GCU departments/offices to extend their reach to a general interest mass audience (undergraduate and graduate admissions, M.B.A. program, arts and cultural programming, alumni association, etc.) via the Georgian Court University Official Facebook page (www.facebook.com/georgiancourtU). Departments, programs, and offices of the university with a demonstrated need for a Facebook group should contact the Office of Marketing and Communications at facebook@georgian.edu for more information.

**Creating Facebook Pages/Groups**

Georgian Court University will no longer create Facebook pages for various departments and organizations affiliated with GCU; rather GCU will utilize one Facebook page, the Georgian Court University Official Page for communication about the university as a whole. GCU Admissions, GCU Athletics (including individual athletic teams), the GCU Office of Admissions, the GCU Alumni Association, the GCU Library, and the GCU Office of Career Development will be the only exceptions to this rule, as they reach very large, specific target audiences. However, the following pages should take their cues from the GCU official page, and “share” university-wide news from that page, rather than publish the news as a primary source.

GCU Facebook groups, which must be created by the Office of Marketing and Communications, and will contain “GCU” or “Georgian Court University” in their title text. This allows potential followers to find the university’s presence on Facebook. Approved groups receive a blurb and link from the main GCU Facebook page.

**YouTube**

The Office of Marketing and Communications maintains the official Georgian Court University YouTube.com presence (www.youtube.com/georgiancourt). The GCU Department of Dance and GCU Athletics are the only exception to this rule. If you wish to suggest a video for the collection, contact the Office of Marketing and Communications at facebook@georgian.edu.

**Twitter**

Twitter is a limited communication method that allows you to post a message of up to 140 characters for viewing by those who also have a Twitter account and have chosen to follow your postings. This method is very specific and requires the cultivation of an audience. Because of these limitations, it is not an optimal tool for university departments. The Office of Marketing and Communications maintains an official Twitter account (@GeorgianCourt). GCU Athletics, the GCU Alumni Association, the GCU Office of Admissions, and the GCU Office of Career Development will be the only exceptions to this rule, as they reach very large, specific target audiences. However, the following accounts should take their cues from the GCU official page, and “re-tweet” university-wide news from that account, rather than publish the news as a primary source.
Instagram

Instagram is a way to communicate through a series of pictures and videos to those who also have an Instagram account and have chosen to follow your postings. This method is very specific and requires the cultivation of an audience. Because of these limitations, it is not an optimal tool for university departments. The Office of Marketing and Communications maintains an official Instagram account (@GeorgianCourtU). GCU Athletics will be the only exception to this rule, as they reach a very large, specific target audience.

LinkedIn

LinkedIn is a business-oriented social media platform mainly used for professional networking. The Office of Marketing and Communications maintains the GCU university page and the GCU company page. The offices of Marketing and Communications and Career Development maintain a LinkedIn group for their Georgian Court University alumni.

SnapChat, Tumblr, and Pintrest

The Office of Marketing and Communications will maintain an official SnapChat, Tumblr, and Pinterest account.

Blog

Blogs, short for “Web logs,” are online journals in which users share their perspective and expertise. Georgian Court University maintains a multi-user WordPress account that allows faculty, students, staff, and administration to blog about their GCU experience and interests. However, like Facebook and Twitter, a successful blog depends on cultivating and maintaining an audience. That means blogs should be useful, interesting, and updated regularly.

When administering or responding to a GCU blog, remember that all users take responsibility for their own words and for the comments they allow to be posted. GCU is committed to the Civility Enforced Standard: Users will not post unacceptable content, and any such content that is posted will be deleted.

GCU blogs do not allow anonymous comments. We require commenters to supply a valid e-mail address before they can post, though we allow commenters to identify themselves with an alias, rather than their real name. Additionally, all comments will require approval prior to being posted within any blog.

Guidelines for Social Media Posts & Strategies

Posts will be created through the Office of Marketing and Communications. When a group, department, or office would like to reach the GCU social media audience, they should e-mail the information to be contained in their post to facebook@georgian.edu (this e-mail address will also serve for Twitter, YouTube, etc.). Once the information is received by the Office of Marketing and Communications, they will ensure that the information is in line with the messaging and brand identity of Georgian Court University and create a post that will reflect the voice of Georgian Court University when appropriate. When a department, office, or club would like to develop a social media strategy (planned posts, etc.), they should contact facebook@georgian.edu, and a member of the Office of Marketing and Communications will help them develop a strategy.

In specific circumstances, the Office of Marketing and Communications may deem it necessary to grant access to the official social media channels to other members of the campus community; this will be determined on a case-by-case basis.
ONLINE ETIQUETTE

As an institution on higher education in the Mercy tradition, we insist all users of GCU social media sites refrain from sharing or participating in unacceptable content in any way. Those who may be subject to university sanctions as outlined in student and employment handbooks.

We define unacceptable content as anything included or linked to that:

• is being used to abuse, harass, stalk, or threaten others;
• is libelous, knowingly false, or misrepresents another person;
• infringes upon a copyright or trademark;
• violates an obligation of confidentiality; or
• violates the privacy of others.

Furthermore, we define and determine what is “unacceptable content” on a case-by-case basis, and our definitions are not limited to this list. If we delete a comment or link, we will say so and explain why. If it’s obvious, we won’t say anything. We reserve the right to change these standards at any time with no notice.

GCU does not respond to nasty comments or other online attacks. As long as comments don’t veer into abuse or libel, users should ignore nasty posts. Responding to negative posts only encourages and escalates the situation. Ignoring public attacks is often the best way to contain them.

Finally, online communications have a tendency to foster a sense of anonymity in which one may express things that one would never say in a face-to-face encounter. It can be tempting to use these tools to address conflict or express criticism with a sense of impunity; however, it is important to remember that when one engages in university-sanctioned social media sites, one is acting as a representative of the university and should therefore uphold the Mercy core values of respect, integrity, justice, compassion, and service in all interactions. Some rules of thumb for appropriate social media interaction:

• Don’t say anything online that you wouldn’t say in person.
• Connect privately before responding publicly. If you encounter conflicts and/or misrepresentation online, make every effort to talk privately and directly to the person(s) involved—or find an intermediary who can do so—before publishing any posts or comments about the issue.
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WRITING ABOUT GCU

Part of what makes Georgian Court University unique is our unified commitment to the Mercy core values of justice, respect, integrity, service, and compassion—locally and globally. Within that unity is a variety of creativity expressed in many professional materials, announcements, brochures, publications, and news releases. Every printed piece that goes out reflects our shared vision.

That means that each GCU college, school, department, and office that communicates in written form needs to be as effective as possible. With that as a goal, we advocate using a clear, consistent, contemporary style of writing in every non-academic document or publication that comes out of the university.

This style guide gives you a foundation upon which to base your writing decisions. Since we often write for readers who are already familiar with the university—students, colleagues, alumni—we’ve included some Georgian Court University terminology. If you have a grammatical question that is not addressed in these pages, please refer to the most current edition of *The Chicago Manual of Style*.

These guidelines are not meant to be applied to academic writing or student coursework. Students should refer to academic style preferred by the course instructor, such as MLA or APA style. Rather, this style guide is meant to help you when you’re writing anything (and everything) intended to promote the university in any way to the campus audience or the general public.

Consistency and clarity are the keys to effective communication, building credibility, recognition, and understanding.

PROPER NAMES & TITLES

The Proper Name of the University

The proper (full) name of the university is Georgian Court University. The full name of the university must be used the first time the name of the university appears in text. Subsequent references may use the full name, Georgian Court, The Court, the university, or GCU.

Campus Names

The list below contains the proper names of places on campus. Note that the article “the” should be lowercase when a place is used in running text unless otherwise indicated.

- 851 Lakewood Avenue
- Apollo Fountain
- Casino
  - Casino Auditorium
  - Casino Ballroom
- Lion’s Den
- Dorothy Marron University Community Chapel
  (may be abbreviated as Marron Chapel)
- Eighth Street House
- Farley Center
  - Farley Conference Room
- Formal Garden
- Founders Grove
- Gatekeeper’s Lodge (commonly known as the Gatehouse)
- Guest House
- Hamilton Hall
- Italian Gardens (rarely: Classic Gardens)
- Japanese Garden
- Kingscote
- Lagoon
- Lake House
- Learning Garden
- Main Entrance
- Security Gatehouse
- Mansion, the
  - Great Hall
- Maria Hall
- McAuley Heritage Center
- Mercedes Hall
- Mercy Center
- Mercy Hall
- One-Stop Complex
- Music Center
- Oak Knoll
- Oak Tree, the
- Physical Plant
Raymond Hall Complex
Dining Hall
Faculty Lounge
North Dining Room
Raymond Hall Computer Lab
Saint Catherine Hall (may be abbreviated as St. Catherine Hall)
Saint Joseph Hall (may be abbreviated as St. Joseph Hall)
Senior Path
Seventh Street Gate (NOT: 7th Street Gate)
Sister Mary Joseph Cunningham Library
Patrick and Julia Gavan Student Lounge (may be abbreviated as Gavan Student Lounge)
Court Café
Ruggiero Room
Sambol Room
Sister Rosemary E. Jeffries Hall (may be abbreviated as Jeffries Hall; formerly the Arts and Science Center
Audrey Birish George Science Center
Baggot Street Room
Little Theatre
M. Christina Geis Art Gallery
OceanFirst Multimedia Theater
Trocaire Room
Sunken Garden
The Eagle (“The” remains capitalized and italicized in running text as it is the title of the sculpture)
Wellness Center Complex (includes building and outdoor sports facilities)
Ellen Mullane Gallagher Tennis Center
Fitness Center
Investors Savings Bank Soccer Field (may be abbreviated as Investors Savings Field)
University Bookstore
Wellness Center (building only)
Wellness Center Arena
Wellness Garden

Addresses
Commas are used in text to set off individual elements in addresses and names of geographical places or political divisions in written text. The standard U.S. Postal Service abbreviation for the state should only be used when providing addresses primarily for the purpose of mailing.

Example: Please respond to the Office of Alumni and Donor Engagement, 900 Lakewood Ave., Lakewood, NJ 08701-2697.

Example: The main campus is located in Lakewood, New Jersey.

CAPITALIZATION & OTHER GRAMMATICAL RULES
As a general rule, capitalize sparingly. Lowercase is preferred in modern usage.

Academic Degrees and Programs
Lowercase generic academic degrees (a bachelor’s degree, a master’s degree). Use capitals when referring to a specific degree, abbreviated or spelled out (a Bachelor of Arts, a B.A., a Master of Business Administration). Use periods in all degree abbreviations.

Academic programs presented in list format are always capitalized:

- Majors
  - Criminal Justice
  - Social Work
- Minors
  - Gerontology
  - Political Science
- Social Work

Academic programs discussed in running text are capitalized when the official title is used (for degrees and GCU certificates); all other references and other kinds of programs (majors, minors, concentrations, tracks) are lowercased.

The Bachelor of Arts in Humanities offers...
The B.A. in Religious Studies is for students who...
The Georgian Court University Theology Certificate includes...

Names of Schools, Departments, and Offices
Schools, departments, and offices do not include “The” (cap “T”) as part of the name. You may, when appropriate, use “the” (lowercase “t”) to precede these names in text. Georgian Court uses a “School of,” “Department of,” “Office of,” construction, such as the Department of English or Office of Security, (NOT the English Department or the Security Office).
But:
The religious studies program encourages students....
The social work program is accredited...
The minor in gerontology enhances knowledge...
The American studies minor...
The women's studies program offers a...
The theology certificate program is for...
...are eligible for dual state certification in elementary education K–6 and for Teacher of Students with Disabilities certification.
The exercise science, wellness, and sports major prepares...
Holistic health incorporates courses in...
Students are eligible for state certification in elementary education K–6...

Academic Subjects
Lowercase the names of the subject areas in text, unless the name is a proper noun, such as Spanish (all languages are capitalized). Capitalize the subject when used as the name of a specific course or with its registration code: Dr. White is a professor of biology. She is currently teaching BI111 Life: Human Biology.

Academic Years
Lowercase terms designating academic years: senior, junior, etc.. Because it is preferable to avoid gender-specific language, GCU typically uses the term “first-year student” rather than “freshman” if it does not change or make ambiguous the meaning of the sentence.

A specific class, treated collectively, can be considered a formal group and therefore capped: the Class of 1946.

When citing a person's year of graduation after their name, the standard form is the name, followed by a space, followed by an apostrophe and the last two digits of the year: Carol Jones '62. If the person has more than one degree from Georgian Court, a comma and a space should separate the years: Carol Jones '62, '74. When listing more than two people in a series, and one has more than one degree, use semicolons for the series: Carol Jones '62, '74; Valerie Cohen '68; and Janice Montgomery '72. When listing an alumni who has a doctoral degree and/or professional or religious designation, the years of graduation should follow these designations, separated by a comma: Rosemary E. Jeffries, RSM, Ph.D., '72.

Geographic Terms
Geographic terms commonly accepted as proper names are capitalized: the North won the Civil War; the Pine Barrens are in South Jersey. Lowercase descriptive adjectives that are not part of a recognized name: The northern United States is quite cold during winter; the eastern part of New Jersey is home to the famous Jersey Shore.

Names of Human Groups
Capitalize the names of racial, linguistic, tribal, religious, and other human groups: Caucasian, Dane, Latino, Catholic, but black, white.

Seasons & Semesters
Lowercase the names of the seasons in text, unless followed immediately by a year: the fall term, the spring of 2015, but the Fall 2015 semester.

Titles of Organizations
Capitalize the formal, full names of colleges, centers, bureaus, institutes, academic departments, administrative divisions and offices, and other formal groups such as boards and committees.

Titles of Persons
Lowercase titles of persons except when used in front of the person’s name as an honorific title: the dean of students, but Dean Stacey Riley; the provost, but Provost Riley; Adam Hamilton, head coach, but Head Coach Hamilton; Joseph R. Marbach, Ph.D., president of the university, but President Joseph R. Marbach, Ph.D.; Tara Hill '89, associate professor of social work, but Professor Hill (Dr. Hill is preferred if applicable, see below); Joseph Savage, Ph.D., associate provost, but Associate Provost Joseph Savage, Ph.D.

Note that on first mention, doctoral degrees (and any GCU graduation years) should be listed following a person's full name. On any subsequent mentions, the honorific title “Dr.” should precede
the surname: David Bolan, Ph.D., associate professor of history on first mention; Dr. Bolan on subsequent mentions. NOTE: For written communications directed toward outside audiences (such as news releases), President Marbach is preferred for the university president.

When following a Sister’s full name on first mention, the religious order should be listed before any doctoral degree. If a Sister has a doctorate, the honorific title “Sister” should be used before the sister’s given or chosen name(s) on second and subsequent mentions: Rosemary E. Jeffries, RSM, Ph.D., ’72, former president of the university, OR Professor Emerita Maria Cordis Richey, RSM, Ph.D., ’50 on first mention; Sister Rosemary on subsequent mentions.

Certifications such as CPA, RN, LPN, CAT, and PA follow a person’s name in all capitals with no periods and are set off by commas.

Titles of Works
In titles, capitalize the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions. Lowercase articles, coordinate conjunctions, and prepositions (no matter how long). In hyphenated compounds in titles, always capitalize the first element. Subsequent elements are capitalized unless they are articles, prepositions, or coordinating conjunctions, or if the first element is a prefix. Do not capitalize the second element in a hyphenated, spelled-out number; however, break the rule if something looks odd: Twenty-First-Century Literature (first, if lowercased, would look odd here).


University and School
Lowercase university and school unless they are being used as part of a formal title: The School of Business is one of three schools at the university.

ELECTRONIC MEDIA TERMS
Please use the following preferred spellings for electronic media terms:
- database
- e-mail
- home page
- HTML (Hypertext Markup Language)
- Internet
- online
- screen saver
- sub-Web
- Web
- Webcast
- Web site
- World Wide Web
- URL (Uniform Resource Locator; i.e., an individual web address)

E-words
Many expressions are cropping up with the letter e preceding a familiar word. Since the word e-mail is hyphenated, we recommend hyphenating all such expressions: e-business, e-commerce.

http://
We recommend using “http://” to open a Web address (URL) in print materials only if the URL name you are printing does not begin with “www.” so that it identifies the expression clearly as a Web address. There are other prefixes, though not for sites used by the general public. We also recommend consistency: should one URL in a publication call for the “http://”, use “http://” for URLs throughout your publication; don’t jump back and forth.

URLs at the End of Lines/Sentences
It is strongly preferable not to break a URL at the end of a line of text. If possible, rewrite the text to avoid this. If a URL must be broken between two lines, make sure that a hyphen is not inadvertently added at the breaking point. It is preferable to rewrite a sentence containing a URL so that the URL does not fall at the end of a sentence. However, if this is not possible, it is assumed that it is common knowledge that the period at the end of the sentence is not part of the URL.
GENDER-NEUTRAL LANGUAGE

Avoid gender-specific language whenever possible.

Yes
- chair or chairperson
- humankind or humanity
- police officer
- flight attendant
- first-year student*

No
- chairman
- mankind
- policeman
- steward or stewardess
- freshman

*Use "first-year student" instead of freshman unless it changes the meaning of the text or makes it ambiguous.

ITALICS

Italics are used for the following:

- Titles of books, magazines, newspapers, films, and collections of poetry. Article titles and television shows are enclosed in quotation marks: *The Catcher in the Rye*, *The New York Times*, but the article “Revisiting History: GCU Students’ Memoir of Vietnam”
- Titles of long musical compositions, such as operas. Titles of songs and short compositions are enclosed in quotation marks
- Titles of paintings, drawings, sculpture, and other art
- Court cases and decisions, including the “v.”: *Brown v. Smith*, the *Miranda* case
- Isolated words and phrases in other languages, if they are likely to be unfamiliar to readers. Set in roman if repeated. If a foreign language word is listed in the main body of *Merriam-Webster’s Collegiate Dictionary* or on www.m-w.com, it is assumed to be familiar enough not to warrant italics: café, gelato, but *hakuna matata*
- Scientific names. (Capitalize genus, but not species or subspecies.): *Homo sapiens*
- Technical terms, especially when being defined
- References to words as words or letters as letters: The word *simply* has other meanings. He signed the document with an *X*. However, letters as grades are not italicized: She was happy to learn she had received an *A* on her paper.
- Letters used as mathematical terms: *x + y = 34*

NUMBERS

Spell out whole numbers from one through nine and any number beginning a sentence. Use numerals for 10 and above. (Note that this is an exception to *The Chicago Manual of Style*, which recommends writing out numbers 1 through 99 in written text.):

- He slowly climbed the stairs of the nine-story building. Diane bought 20 pencils at the bookstore. Twenty-one students went on the senior trip.

Be consistent in the immediate context, however; if according to this rule, you must use numerals for one number in a category, use numerals for all numbers in the same category within the same sentence or paragraph: We have meeting rooms of varying capacities, from those that hold only 9 people to those that hold more than 150 people.

Academic credits are always expressed in numerals: This is a 3-credit course. The major requires a minimum of 36 credits.

Percentages are always expressed in numerals. However, spell out the word percent: The professor passed 80 percent of the class.

The preferred form for listing GCU telephone numbers in print is as follows: 732.987.2200, ext. 2270 or 732.987.2270 for direct lines. NOTE: The GCU Web site uses the format 732-987-2200 for ease of use with mobile phones.
PLURALS & POSSESSIVES

Plurals
Capital letters used as words, abbreviations that contain no interior periods, and numerals used as nouns form the plural by adding an s: the three Rs, CODs, IOUs, SOSs, the early 1920s, eds., vols.
Lowercase letters and abbreviations with two or more interior periods or with both capital and lowercase letters form the plural with an apostrophe and an s: x’s and y’s, Ph.D.’s, M.A.’s, Psy.D.’s.

Possessives
The possessive of most singular nouns and plural nouns not ending in s is formed by the addition of an apostrophe and an s (‘s). The possessive of plural nouns ending in s is formed by the addition of an apostrophe only. This applies to both proper and common nouns: Jack’s car, Columbus’s ships, puppies’ tails, professors’ credentials, Georgian Court’s women’s basketball team.
Exceptions include the following, all of which use the addition of an apostrophe only:
• Singular nouns ending in s that look like plurals and have the same forms as their plurals: politics’ true meaning
• Names of places or organizations that are plural forms ending in s even though the entity itself is singular: the United States’ role in the global economy
• Proper names of two or more syllables ending in an s that have an “eez” sound at the end: Xerxes’ army

PREFERRED SPELLINGS & CAPITALIZATIONS

Always use the preferred spelling [the first entry in Merriam-Webster’s Collegiate Dictionary (www.m-w.com)] when there is more than one acceptable spelling listed: toward, not towards; benefited, not benefitted

A
advisor
aesthetic
African American (n.)
African-American (adj.)
alumna (f.)*
alumni (pl.)*
alumnus (m.)*
archaeology
audiovisual
*alum(s) can be used in casual style

C
campus-wide
canceled
catalog
chair or chairperson (not chairman)
child care (n. and adj.)
cocurricular
coed
coeducational
cold war
colonial
coursework
credits (not credit hours)
cross-cultural
cumulative grade point average
curricula (pl.)
curriculum

D
database
day care (n. and adj.)
decision maker or making (n.)
decision-making (adj.)
dual degree (n.)
dual-degree (adj.)

E
e-mail
emerita, emeritae (f.)
emeri tus, emeriti (m. or pl.)
ensure (not insure, which is reserved for insurance)
REPRESENTING GEORGIAN COURT UNIVERSITY

F
- faculties
- fieldwork
- first-term student
- first-year student
- fiscal year 2015 (or FY 2015)
- full time (after a verb)
- full-time (adj. preceding a noun)
- fund-raiser
- fund-raising (n. and adj.)

G
- grade point average
- groundbreaking
- gymnasiums

H
- he or she [not he/she, s/he or (s)he]
- health care (n. and adj.)
- high-speed (adj.)
- high school (n. and adj.)
- high-tech (adj.)
- his or hers (not his/hers)
- home page

I
- in-depth (adj.)
- Internet

J
- joint degree (n.)
- joint-degree (adj.)

L
- lifestyle
- long-standing (adj.)
- long-term (adj.)

M
- minicourse
- multimedia

O
- off campus (after a verb)
- off-campus (adj. preceding a noun)
- off-line
- on campus (after a verb)
- on-campus (adj. preceding a noun)
- online
- on site (after a verb)
- on-site (adj. preceding a noun)
- orthopedics

P
- part time (after a verb)
- part-time (adj. preceding a noun)
- policy maker or making (n.)
- policy-making (adj.)
- pre-law
- pre-medical, pre-med
- psychophysical

R
- reentry
- romanticism

S
- screen saver
- solid-state (adj.)
- Social Security card
- Social Security number
- socioeconomic
- spin-off (n. and adj.)
- start-up (n. and adj.) (fledgling business)
- statewide
- sub-Web
- symposia (pl.)

T
- theater (except for the Little Theatre)
- third world (n.)
- totaled
- totaling

U
- university-wide

V
- versus (not vs.)
- vice president

W
- Web
- Webcast
- Web site
- workforce
- workplace
- worldwide
- World Wide Web
PUNCTUATION

Colons
When a colon introduces two or more complete sentences, or introduces a speech in dialogue, the first word after the colon should be capitalized.
When a colon is used within a sentence, the first word following the colon should be lowercased unless it is a proper noun.

Commas
Items in a series are normally separated by commas. Please include a serial or series comma before a conjunction joining the last two elements: The students, faculty, and administration all attended the university-wide meeting. The Dining Hall served chicken, Caesar salad, and macaroni and cheese.

Commas are not required around Jr. and Sr. Commas never set off Roman numerals such as II, III, and the like when used as part of a name. However, the abbreviation Esq. should be set off by commas.

Use commas to set off a word or phrase that is nonrestrictive, but no commas for restrictive words or phrases. A restrictive word or phrase is essential to the meaning of the noun it belongs to. (A good rule of thumb is to use commas for spouses and no commas for children.): My wife, Mary, arrived but my friend John did not. (“Mary” is nonrestrictive since the speaker would only have one wife. “John” is restrictive since the speaker likely has many friends and the name is necessary as an identifier.)

In dates, commas are not used to mark off the month and year in text. If the day is included, the year is set off by commas before and after: The meetings were held in April 1967. The events of April 18, 1775, have been celebrated in song and story.

Dashes
There are two common dashes of differing lengths used in typeset copy: the em dash and the en dash. The em dash is the width of an uppercase $M$ in the typeface and size being used, which is usually also the point size. The en dash is the width of an uppercase $N$.

- Em dash: Use two hyphens in typed copy. The em dash is normally used to denote an abrupt change in thought or to set off an element added for emphasis, explanation, or digression. The em dash should be typeset closed, i.e., with no extra space before or after.
- En dash: Use a hyphen in typed copy. In typeset copy, an en dash is normally used to separate inclusive dates and numbers. It can also be used with no end date if something is ongoing. En dashes should also be typeset closed: 1964–1970, pages 25–39, December 2002–March 2003, Jane Doe (1951–) earned her master’s degree in biology in 1979.

Hyphens
In general, modern usage tends toward the closing of prefixes and of compound words that used to be hyphenated. First check The Chicago Manual of Style. Then check Merriam-Webster’s Collegiate Dictionary (www.m-w.com). See also the Preferred Spellings list in this document.

A hyphen is used after the first of two prefixes or after the first element in a “double” compound adjective: Macro- and microeconomics, fourth- and fifth-century art.

Do not hyphenate an adverb ending in -ly before an adjective: highly acclaimed musician.

All compound adjectives where the second adjective ends in ed are hyphenated before a noun: good-natured professor, but the question was open ended.

Other compound adjectives may or may not be hyphenated. Check the dictionary. Hyphens should be used to avoid ambiguity: personal-computer program, slow-moving van.
However, if the meaning of the compound adjective is a universally understood expression, no hyphen is needed: the health care system, a high school classroom.

Other less common expressions are better hyphenated: joint-degree program, advanced-technology center.

Use hyphens with nouns that represent different and equally important functions when they form a single expression: city-state; kilowatt-hour.

Words formed with the following prefixes are almost always closed*:

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<th>ante</th>
<th>inter</th>
<th>non</th>
<th>sub</th>
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<tbody>
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<td>intra</td>
<td>over</td>
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<td>infra</td>
<td>neo</td>
<td>socio</td>
<td></td>
</tr>
</tbody>
</table>

*Exceptions include: (a) when the second element is capitalized or is a numeral, e.g., Mid-Atlantic, pre-1960s; (b) when a homonym exists, e.g., recover a lost object, but re-cover a couch; and (c) for clarity, when it creates a strange spelling connection (especially, repeated vowels), such as anti-intellectual or co-op.

All “self” compounds are hyphenated except when the addition is a suffix or when preceded by the prefix un:- self-confident, self-reliant, but selfless and selfish.

Compounds with “well” are hyphenated before the noun unless the expression carries a modifier. Do not use a hyphen if the compound appears after the verb: well-intentioned person, but she is well known.

Suffixes are rarely hyphenated, unless particularly cumbersome: statewide, worldwide, campus-wide, university-wide.

Parentheses

No punctuation should be used before an opening parenthesis. All punctuation except terminal punctuation should be dropped before a closing parenthesis (unless the parentheses contain a complete sentence).

Quotation Marks

All punctuation marks except the colon and semicolon are always placed within quotation marks.

Use double quotation marks for quoted words, phrases, and sentences that are not set apart in block quotations. Use single quotation marks to enclose quotes within quotes: “Then, for an encore, he sang ‘Yesterday.’”

Longer quotations (100 words or more) are usually indented. These block quotations are not enclosed by quotation marks.

Semicolons

The first word following a semicolon should be lowercased.
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42 FREQUENTLY ASKED QUESTIONS

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UNIVERSITY PRINT SHOP

The Georgian Court University Print Shop offers a variety of products to produce high-quality projects that meet all your printing needs.

Protocol

To ensure that printed materials meet the branding and style standards of the university, all inquiries regarding any printed materials are to be directed to the Office of Marketing and Communications first. The marketing staff will determine if the job meets the university’s branding and style standards, as well as if it can be printed in house or needs to be sent to an outside vendor.

Turnaround

Once the Print Shop receives your completed artwork, the turnaround time will be determined based on the nature and size of your job. Several factors determine the turnaround, including, but not limited to: paper type, quantity, date needed, and whether or not the job is a standard size. Because of these factors, it is imperative that your project is planned accordingly. Certain items can be completed within 24–48 hours after artwork approval, provided the print shop has the correct paper in stock. Business cards, letterhead, flyers, and posters would fall into this category. Programs, brochures, or any custom-size items would require at least a 72-hour turnaround after artwork approval.

Proofing

You, as the client, share the responsibility for the outcome of the project; give care to reviewing and proofreading your piece. It is your responsibility to look over your proof carefully and check for any errors.

Upon your final approval, the Office of Marketing and Communications and the GCU Print Shop are not responsible for any errors. Should you have changes after the job has been printed, your department/office will be charged to reprint the job.

FREQUENTLY ASKED QUESTIONS

Where is the GCU Print Shop?
The GCU Print Shop is located on the main floor of the library, through the double doors in the back hallway (in what used to be the old IT storage room).

How will I be charged for my print request?
When you fill out the Design/Production Request Form, you will list the GL code to which the job will be charged. No projects will be printed until the GL code is received.

Can I drop off something to be printed?
Unless the job has been previously printed at the Print Shop, you must first call or e-mail the Office of Marketing and Communications to have the project reviewed at ext. 2270 or marketing@georgian.edu.

Can the students use the GCU Print Shop?
At this time, the Print Shop is for faculty and staff use only.

I have something I need printed today.
Is that possible?
In some instances, we can have your project printed the same day, but it depends on several factors: whether or not the Print Shop has previously printed it, other scheduled print jobs, whether or not the necessary paper is in stock, and custom or standard sizing. It is recommended that you e-mail or call the GCU Print Shop should you need a same-day rush job.

Is there a minimum amount I need to print, or can I print a small quantity?
No, unlike outside vendors, there is no minimum quantity; the only exception is for business cards and letterhead, which have a minimum print order of 250 each.

What is a bleed?
The term bleed refers to printing up to the edge of the page; printing without bleeds means there will be a white border. Printing with bleeds is a more expensive option, but appears more professional.
MEDIA & PUBLIC RELATIONS

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INTERACTING WITH THE MEDIA

Often, representatives of various media outlets will contact university administrators or faculty for comment about issues regarding Georgian Court University, individual members of the university community, or higher education policies and trends. It is important that administrators or faculty not grant interviews or provide comment to reporters unless they have first consulted with the university’s Office of Marketing and Communications. The professionals in this office can help determine the nature of the request and identify an appropriate spokesperson. They can further assist by determining the reporter’s deadline and by gathering information needed for a response.

Georgian Court University has many contact points for internal and external constituents seeking information and referrals about university services, programs, and activities. It is difficult for individual departments to be aware of all aspects of university operations. Consequently, one of the roles of the Office of Marketing and Communications is to provide centralized information and referral services for the university.

The Office of Marketing and Communications serves as the university’s primary liaison with local, regional, national, and international media. The office provides accurate information and coordinates emergency communications with campus-based and external media. It also provides public information support and advice to faculty, administrations, and governing boards.

Tips and Techniques for Good Interviews

If you are contacted by a reporter about any issue concerning the university, please call the Office of Marketing and Communications at ext. 2266 or ext. 2291 before making any comment to the reporter. Once an interview has been arranged, please consider the following tips:

• **Respond quickly, and respect deadlines!**
  The first rule when it comes to responding to members of the media is respecting their time; in doing so, your behavior not only reflects well on the university, but gives GCU the best chance of being included in a story. Many times, a reporter will reach out to people at several colleges, universities, or other sources for the same information. In these cases, the early bird truly does get the worm. Please respond to all requests for information and interviews from the Office of Marketing and Communications as soon as possible to help us accomplish our goal.

• **Remember your objective.** Is your purpose in doing the interview to inform, to motivate some particular action, or to inspire? Your objective will have a great impact on what you say and how you say it.

• **Prepare and practice.** Have in mind one or two key points that you want to get across in the finished story. Try to simplify and shorten them. You may want to practice out loud so you sound natural, informal, and confident. If it is a phone interview, keep your key points in front of you, and try to repeat them often.

• **These suggestions also apply to e-mail interviews, and social media crowd-sourcing on such platforms as Twitter and Facebook.** When responding to reporters’ questions in writing, be sure to include your title, double-check your spelling and grammar, and make certain you’ve conveyed what you mean in your answer. Keep your responses as concise as possible, and remind reporters how you can be reached if they have more questions.

• **Begin each response with your key points, so they will be clear and isolated.** Remember what the essence of your message is, and don’t go off on tangents.

• **Think fast, but talk slowly.** If a reporter is taking notes, the rate at which you speak will help with accuracy.

• **Don’t feel pressured to respond instantly to a difficult question.** It is okay to verbalize a pause by saying something like, “That’s a good question. I hadn’t thought of it from that viewpoint before.”
• Remember, it is not only what you say, but how you say it that communicates. An effective speaker is not necessarily polished and perfect but is energetic, enthusiastic, and direct.

• Do not let a reporter put words into your mouth. When you hear the phrases “Are you saying that...” or “Do you mean...,” proceed with caution. If you’re not comfortable with the way a question is stated, do not repeat it in your response. Go back to your key points.

• Avoid negatives. Try to phrase answers in a positive light.

• Avoid using jargon or academic talk. Look for ways to explain your point with simple illustrations or analogies from everyday life.

• Be yourself. You’re doing the reporter a favor by talking with him or her, but you are also a representative of the university. Do what you need to be comfortable in the setting, and respect the time for yourself and the reporter.

• Never forget your ultimate audience. You are talking to a reporter, but you are speaking to the people who will read, watch, or listen to the story.

• Be sure your message reinforces GCU’s overall mission. Depending on the context of the interview, your messages and key points should always support the mission of GCU.

• Never answer hypothetical questions. Instead, if appropriate, respond with an actual similar case: “That’s a hypothetical question, so it is impossible to know what might happen. But let me tell you exactly what did happen in a similar case....”


REQUESTS FOR PHOTOGRAPHY & FILMING

Photography & Videography

The Office of Marketing and Communications maintains a large number of still images and a growing video library of campus scenes, landmarks, and events. Any requests from news organizations or other media for photographic images should be directed to that office. In some cases, you may need to complete a formal Photography and Media Release.

Marketing also provides photography services for events that will be publicized by the university through the university magazine or other outlets. This service is often free of charge; however, if the event in question is not one that will be used in the magazine or other marketing outlet (as determined by marketing), photography may still be provided, but at a cost to the requesting department or office. Photography costs are typically $100 per hour.

Filming & Photographing the GCU Campus

Outside businesses and hobbyists occasionally seek authorization to film or photograph a particular site or building at Georgian Court University’s Lakewood campus or satellite locations. Any requests for filming and/or photography must be submitted in writing to the Office of Marketing and Communications, which reviews them to determine whether they are compatible with the university’s mission and goals. Marketing reserves the right to deny requests that reflect negatively on the university or will interfere with its routine operations.

The Office of Conferences and Special Events makes the final determination on whether requests will be accommodated. If you receive a request for filming or still photography on campus, direct the individual to the Office of Conferences and Special Events.
REPRESENTING THE UNIVERSITY TO THE GENERAL PUBLIC

Recruiting
The Office of Admissions is the official recruitment office for all undergraduate and graduate students. The office welcomes faculty and staff assistance in community outreach and recruitment.

If you have a connection to a specific institution or organization, the Office of Admissions can provide you with university materials for display and distribution at off-campus presentations. Materials include display boards, table banners, applications, catalogs, fact sheets, and brochures.

Athletic Boosters
As a member of the National Collegiate Athletic Association (NCAA), Georgian Court is subject to all of its rules and regulations. These regulations govern all interactions by faculty and staff with prospective or current student-athletes. Employees who have ever shown active interest in Georgian Court athletics by donating money to the program, who have ever been a member of a Georgian Court athletics booster club, or who have been involved in promoting the Georgian Court athletics programs are considered athletics boosters under NCAA guidelines.

NCAA booster status specifies additional standards of conduct when in contact with student-athletes and prospective student-athletes. Regardless of whether a faculty or staff member is a booster, the university is held accountable for his or her actions if the person commits a violation of NCAA rules. If you have questions regarding these rules, contact the director of athletics and recreation.

- Recruiting: Only designated coaches and athletics personnel may conduct off-campus recruiting visits related to athletics. All certified recruiters must pass the NCAA Coaches Certification Exam before recruiting anywhere off campus.

- Printed Materials: The NCAA has many rules governing the use of athletics-related printed materials for use in recruiting and distribution off campus. This includes media guides, posters, brochures, and other materials. Please contact the Georgian Court University Office of Athletics and Recreation for any questions relating to the use of athletics-related printed recruiting material.

- Media Interviews: Requests for media interviews with coaches and student-athletes pertaining to pre- or post-game athletics activities are coordinated through the Office of Athletics and Recreation and/or at the coaches’ discretion. Media representatives seeking interviews with athletics personnel can contact the assistant director of athletics for sports information and operations. All other media relations questions should be directed to the Office of Marketing and Communications.

- Extra Benefits: Bylaw 16 of the NCAA constitution governs permissible activities by Georgian Court University staff, faculty, and administration in relation to student-athletes and what are termed “extra benefits.” Issues of meals for student-athletes, phone usage, transportation, or discounts on merchandise are all common types of “extra benefits” that may go unseen, but may be a secondary NCAA violation. Georgian Court is obligated to report all violations to the NCAA. All questions relating to such issues should be forwarded to the Office of Athletics and Recreation. A general rule of thumb is that benefits provided to student-athletes are not considered a violation if the same benefits are generally provided to any student.
Fund-Raising and the Division of Institutional Advancement

The Office of Institutional Advancement (OIA) develops relationships and secures philanthropic resources that enhance Georgian Court University’s ability to achieve its vision and mission. OIA accomplishes this by engaging others to improve the university and its community. Through friend raising, advocacy, and fund-raising efforts, OIA nurtures opportunities benefiting the students of Georgian Court. The office encourages, solicits, receives, and awards private gifts, bequests, and donations serving the university’s goals. Gifts are applied to academic scholarships and other programs not funded through traditional sources.

The Office of Institutional Advancement is located in Kingscote. The OIA team members actively seek involvement and participation with other departments and offices at Georgian Court to accomplish their goals and objectives.

For more information, please visit the institutional advancement Web page at www.georgian.edu/advancement.
The Office of Marketing and Communications promotes Georgian Court University and its programs, services, and events to current and prospective students, and to the community at large. Marketing develops all recruitment, promotional, and informational materials and provides Web, writing, design, editing, and project management services to ensure clear and consistent representation of the university across all media. The office includes several areas, which are outlined below.

### Marketing
**Phone:** 732.987.2271/2270 • **Fax:** 732.987.2022

This area addresses questions about:
- GCU's visual identity, branding, and positioning
- Design, printing, and creative services
- The approval process for materials using GCU identifiers
- Brochure, poster, or flyer layout
- Advertising
- Photography & Videography

### Web and Electronic Communications
**Phone:** 732.987.2469 • **Fax:** 732.987.2022

This office addresses questions about:
- The GCU Web site
- Web and electronic content
- GCU's online presence
- Content management system training

### Public Information and University Communications
**Phone:** 732.987.2266/2291 • **Fax:** 732.987.2022

This area addresses questions about:
- Grammar, spelling, and editorial style
- Interviews and addressing the media
- Writing and distributing news releases
- Publication of the Georgian Court University Magazine

### Print Shop
**Phone:** 732.987.2277 • **Fax:** 732.987.2022

This area addresses questions about:
- Printing capabilities
- Letterhead and business cards
- Printing turnaround times
- Pricing of printed materials

Additional information is available online at [www.georgian.edu/gcu_marketing](http://www.georgian.edu/gcu_marketing), calling **732.987.2271**, or e-mailing [marketing@georgian.edu](mailto:marketing@georgian.edu).