KENTUCKY STATE
UNIVERSITY

University Standards and
Editorial Stylebook
for Kentucky State University

PRESERVING OUR STORY THROUGH BRAND STANDARDS

The intent of the Kentucky State University Editorial Style Guide is to serve as an effective resource for communicators across the campus community to establish consistency in editorial style for websites, print publications, social media and more. Our foremost goals are clarity, consistency and tone, ensuring we speak in one voice.

Generally speaking, these style guidelines are written for use in narrative copy — complete sentences and paragraphs as you'd employ in a news story, annual report or descriptive web copy. For narrative copy, our starting point is the Associated Press Stylebook. Unless we establish Kentucky State style to the contrary, AP style will always be correct. Because academic communities pose style questions not addressed by the Associated Press, we use the Chicago Manual of Style as a secondary guide and Merriam-Webster Collegiate Dictionary.

BRAND STANDARD ——

—— ICON

—— LOGOTYPE

KENTUCKY STATE
U N I V E R S I T Y

VERTICAL LOGO AND LOGOTYPE
THIS IS THE PREFERRED CONFIGURATION.
USE WHENEVER POSSIBLE.

KENTUCKY STATE
U N I V E R S I T Y

HORIZONTAL LOGO AND LOGOTYPE
USE WHEN AVAILABLE SPACE WARRANTS.

Kentucky
State
University

DISCONTINUED LOGO
THIS FORMER KSU LOGO
SHOULD NO LONGER BE USED.

OFFICIAL LOGO CONFIGURATIONS

The brand standard (logo) consists of several components. The size and arrangement of the individual components should always be maintained, never altered, distorted, or recreated. The vertical configuration shown above is the preferred acceptable arrangement.

X

X

X

MINIMUM SIZE IS 1.5" WIDE

MINIMUM SIZE IS 1.5" WIDE

ACCEPTABLE CLEARANCE AND MINIMUM SIZE

The brand standard and its ability to communicate should not be infringed upon by other type or graphic elements. This requires a minimum acceptable space around the logo to be adhered to.

Acceptable clearance is established by creating a unit of measure (X) by measuring the height of "Kentucky State University". That distance should be the clearance border around the logo. An exception to this clearance distance is the use of the KSU website address and/or phone number or physical address. All other art, type, or other graphic elements should remain outside of this safe zone.

The minimum size the brand identity should be is 1.5" wide.

HISTORIC SEAL
LIMITED USAGE FOR
HISTORICAL REFERENCE
USAGE APPROVAL REQUIRED..

OFFICIAL SEAL

This is the official University seal. Do not use the seal as a design element on printed pieces. The seal is reserved for use on official University legal documents and by the Office of the President. Use of the seal must be authorized by the Division of Institutional Advancement and External Relations.
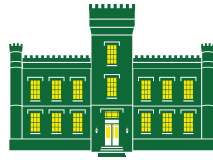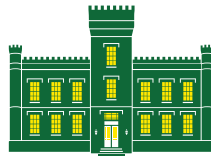
KENTUCKY STATE
UNIVERSITY
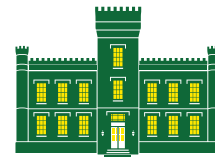College of Agriculture, Communities, and the Environment

KENTUCKY STATE
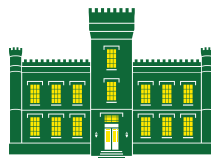UNIVERSITY
College of Natural, Applied, and Health Sciences

KENTUCKY STATE
UNIVERSITY
College of Humanities and Social Sciences

KENTUCKY STATE
UNIVERSITY
College of Public Service and Leadership Studies

KENTUCKY STATE
UNIVERSITY
College of Business and Computational Sciences

SECONDARY BRANDS

Secondary brands enhance the University's core identity because they serve distinct and important audience segments. However, they add complexity to Kentucky State's graphic identity and should be used sparingly and strategically. Kentucky State University recognizes five secondary brands:

- College of Agriculture, Communities, and the Environment
- College of Humanities and Social Sciences
- College of Business and Computational Sciences
- College of Natural, Applied, and Health Sciences
- College of Public Service and Leadership Studies

KENTUCKY STATE

KSU

THOROBREDS

DISCONTINUED LOGO

ATHLETICS LOGO

As a part of the Kentucky State University identity system, the KSU Athletics logo plays a special role in identifying Athletics programs, events, and departments. The Athletics logo is part of the University's identity and is to be used only in association with Athletics. University communications and marketing collateral should always bear the official Kentucky State logo (page 2). Materials that are primarily about Athletics should be co-branded with the Athletics logo.

PRIMARY

PMS 349 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color		CMYK		RGB		HEX	
		90 33 99 25		0 105 56		006938	

PMS 803 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color		CMYK		RGB		HEX	
		0 6 93 0		255 231 26		ffe71a	

PMS Cool Gray 1 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color		CMYK		RGB		HEX	
		10 8 10 0		226 225 221		e2e1dd	

PMS Warm Gray 11 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color		CMYK		RGB		HEX	
		54 55 60 28		104 92 83		685c53	

PRESIDENT

PMS 8383 M

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color		CMYK		RGB		HEX	
		37 39 73 8		158 138 82		9e8a59	

PMS 5773 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color		CMYK		RGB		HEX	
		48 32 69 7		137 144 101		899065	

SECONDARY

PMS 565 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color				CMYK			RGB			HEX			
				38 1 24 0			158 213 203			9ed5cb			

PMS 106 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color				CMYK			RGB			HEX			
				4 5 84 0			251 228 70			fbe446			

PMS 7474 C

10	20	30	40	50	60	70	80	90		10	20	30	40	50	60	70	80	90

Root color				CMYK			RGB			HEX			
				99 37 44 10			0 117 130			007482			

BRAND COLORS

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The standard for matching color across various applications is the Pantone Matching System (PMS).

The approved coated brand identity colors (in addition to black and white) are PMS 349 C Green and PMS 803 C Yellow. When necessary, these colors may be converted to a 4-color process or RGB version.

The approved uncoated brand identity colors (in addition to black and white) are PMS 349 U Green and PMS 803 U Yellow. When necessary, these colors may be converted to a 4-color process or RGB version.

REVERSED OUT OF ONE OF THE APPROVED PMS COLORS
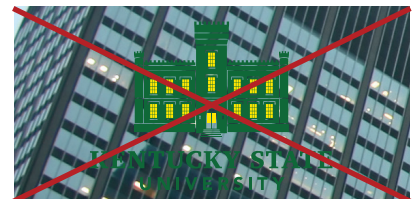

REVERSED OUT OF DARK PHOTOGRAPH

COLOR OVER LIGHT PHOTOGRAPH

APPROVED GREEN AND YELLOW ON WHITE

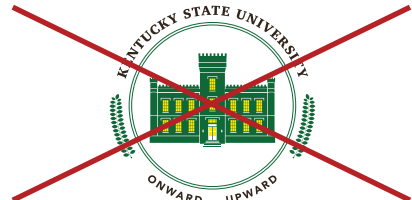WHITE OUT OF GRAY (40% BLACK)

UNACCEPTABLE USE OF LOGO OVER DARK PHOTOGRAPH

LOGO ON UNACCEPTABLE PATTERN

LOGO DISTORTED BY EXPANDING IT

UNACCEPTABLE USE OF LOGOTYPE
DO NOT ADD ANY GRAPHICS TO LOGO
OR COMBINE WITH OTHER LOGOS

BRAND STANDARD APPLICATION

The above examples show acceptable and unacceptable brand identity application over a variety of backgrounds. The logo should always be reproduced in a manner that allows for maximum readability and visibility. Usage over busy patterns or colors that are too similar to the logo may obscure the logo. This practice weakens brand recognition and is not permitted.

On light colors and screens, color logos or the solid black logo may be used. On dark backgrounds that are at least 40% black or an equivalent value of color, the reversed version should be used.

ONWARD. UPWARD.
KYSU.EDU

ONWARD. UPWARD.
Jane Smith

Vice President
INSTITUTIONAL ADVANCEMENT and
EXTERNAL Relations

Hume Hall | 400 East Main Street | Frankfort, KY 40601
Off ce: 502.597.7000 | NEWS@kysu.edu | KYSU.EDU

BUSINESS CARD

ONWARD. UPWARD.
Academic Services #343 | 400 East Main Street
Frankfort, KY 40601

MAILING LABEL

ONWARD. UPWARD.

Academic Services #343 | 400 East Main Street
Frankfort, KY 40601

ENVELOPE

Office of the Bursar | Academic Services #343 | 400 East Main Street | Frankfort, KY 40601 | 502.597.6278 | bursar@kysu.edu

LETTERHEAD

OFFICIAL STATIONERY SYSTEM

This is the official stationery system for Kentucky State University. It is designed to ensure that communications mailed from Kentucky State University appear authentic and polished.

The stationery system includes all basic elements necessary to communicate by mail: letterhead, envelopes, business cards, and mailing labels. This stationery may be used for communications from Kentucky State University faculty, staff, departments, and schools to one another, to current and prospective students, to alumni, and to all other individuals and organizations both within and outside the University community. To maintain a professional and credible appearance, official stationery components should never be mixed with unofficial letterhead, envelopes, business cards, or mailing labels.

Jane Smith
Vice President, Institutional Advancement and External Relations
Jane.Smith@kysu.edu
502.597.7000

Hume Hall 201 | 400 East Main Street | Frankfort, KY 40601 | KYSU.EDU

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Facebook | Twitter | Instagram

EMAIL SIGNATURE APPLICATION

Sign all emails. Your signature should automatically be included on each email sent and replied to in this format. To add signatures to your emails, go to Tools and then Options. For a signature template and further assistance, contact the Office of Information Technology at 502.597.7000 or email helpdesk@kysu.edu.
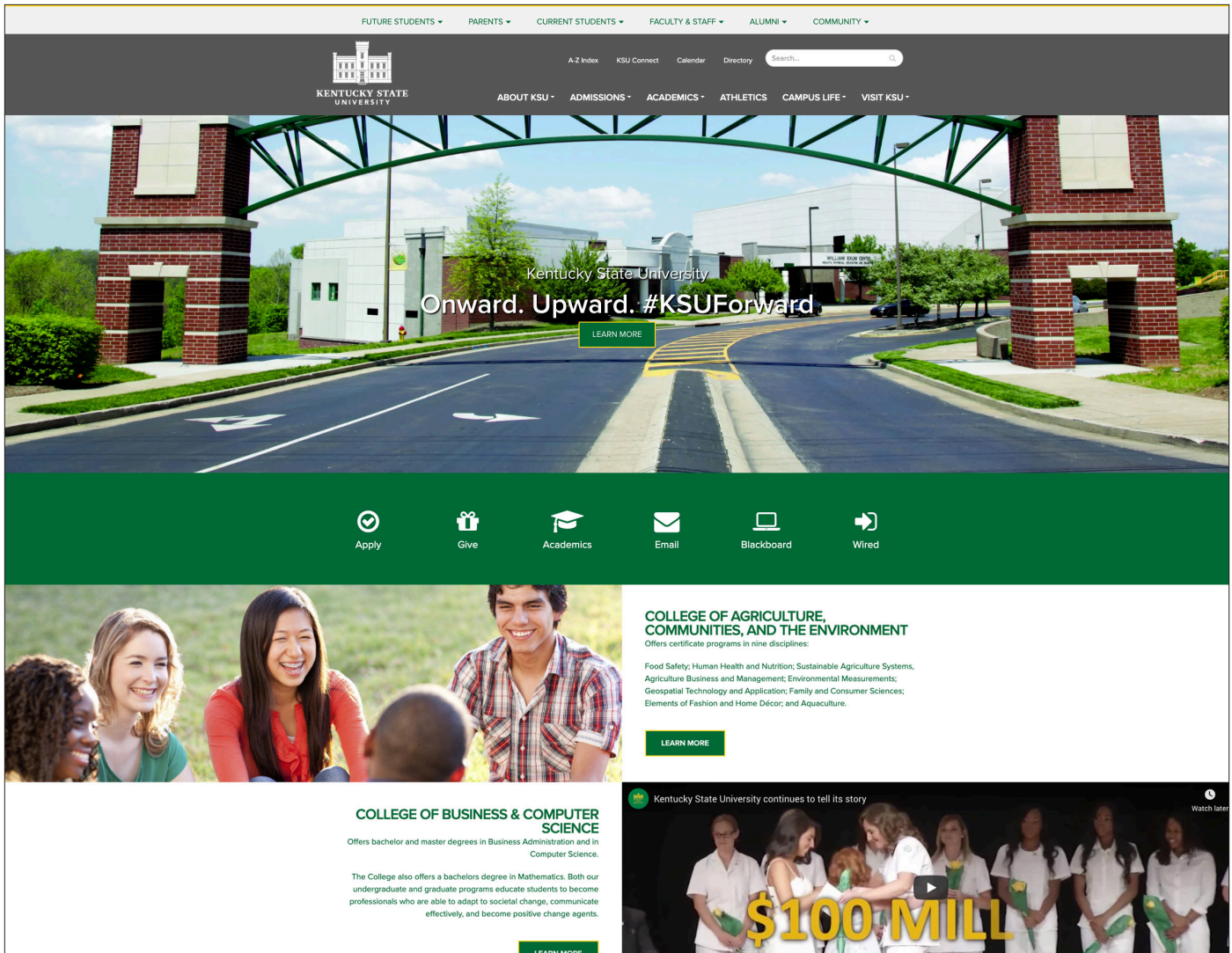
HOMEPAGE

WEBSITE

For many, the website serves as their introduction to Kentucky State University, and a great University website leaves a strong, positive first impression with website visitors. Kentucky State's Web presence must communicate in a clear and consistent manner the University's mission, vision, and outstanding characteristics. To meet this goal, the Office of Information Technology has developed a template for use by content managers at the University. The website template gives content managers across the University an easy way to build pages that have the look and feel of Kentucky State's homepage.

The University's website template also gives content managers a solid foundation for building websites that are Web-standards compliant, accessible to people with disabilities, and compliant with the University's visual identity standards. For additional information, contact the Office of Information Technology at 502.597.7000 or email helpdesk@kysu.edu.

SOCIAL MEDIA

Kentucky State's voice in the social media environment is similar to its style in publications — conversational, courageous, friendly, and approachable. Social media enhances communication, engagement, collaboration, and information exchange in support of the University's mission. Academic and administrative units of the University must seek permission from the Division of Institutional Advancement and External Relations prior to embarking on social media. Student organizations seeking to establish a presence on social media must go through their advisor and/or Student Engagement and Campus Life for submission to Institutional Advancement and External Relations.

Kentucky State's social media handle is **@KyStateU**.

Social Media Recommendations:

Do

- Seek approval and training from the Division of Institutional Advancement and External Relations
- Have authorization to post on your department's behalf
- Protect confidential and proprietary information
- Respect copyright and fair use
- Ensure the security of social media accounts
- Be respectful and thoughtful
- Be consistent and timely
- Be accurate
- If available, use the University name in your handle first (e.g. @KySUThorobreds)
- Create accounts using your Kentucky State email ONLY
- Link back to kysu.edu anytime you are able to

Don't

- Post private, restricted, or sensitive information
- Engage in arguments or negative dialogue when someone disagrees with your post
- Represent your personal views as those of the University
- Use images that are too small to be easily recognized in a browser or on mobile devices
- Design your own department logo that is not recognizable as being affiliated with the brand of Kentucky State
- Use Kentucky State's logo or any other University images on personal social media sites

Social Media Avatars

Social media is a powerful and important medium to engage with our audiences. To strengthen the Kentucky State University visual identity on social media, all academic and administrative units of the University must use the same avatar. The avatar to be used is the Jackson Hall logo. The Thorobred logo is reserved for use by Athletics only.

Unique avatars for special events or programs affiliated with Kentucky State should not be used. The University avatar may not be used for personal accounts.

The colors and designs of the official social media avatars may not be altered, nor may designs or objects be placed on top of avatars.

To request the official University avatar, you must:

- Register the social media account you officially manage for Kentucky State

Naming Conventions

Although there are different limitations regarding name length across social media platforms, there is always an opportunity to include the specific names of entities. Kentucky State University uses the handle @KyStateU. However, our preferred name use on social media for sub-brands of the University is with KySU or Kentucky State University as the base name, as shown here:

- KySUAg
- KySUCheer
- Kentucky State University Land Grant Program
- Kentucky State University Athletics

To help distinguish Kentucky State University from other colleges and universities with KSU as initials, the use of KSU is reserved for use by Athletics only when used in conjunction with Kentucky State University and/or Thorobreds:

- Kentucky State University Thorobreds
- KSU Thorobreds

Cover Photos

The cover photo provides opportunity for your page to express distinction and differentiation. Find a photo that encompasses what your unit is about. Ensure that the photo is large enough not to create any pixelation and small enough as to not cut off any text or graphics. It is recommended to check both mobile and desktop versions after being uploaded.

Event Hashtags

When creating a hashtag for an event, be sure that it contains a connection to the university:

- KySU86
- Bred2Win
- WeRunKyState

IMPORTANT: Before creating any social media accounts representing Kentucky State, you must seek approval and guidance from the Division of Institutional Advancement and External Relations. Got questions or for assistance, email news@kysu.edu.

TRADEMARK AND LICENSING

TRADEMARK AND LICENSING

The Kentucky State University Trademarks and Licensing Program is administered by the Division of Institutional Advancement and External Relations. We all protect, promote and preserve the exclusive intellectual property rights of the University's name, logos, slogans, colors, mascot name, trademarks, service marks and other indicia related to Kentucky State, its programs and services, and its athletic teams (collectively, the "marks").

The University owns all rights in the marks, and the marks may not be used for any purpose without the advance written permission of Kentucky State. Such uses may include, but are not limited to, commercial use, advertising and promotion, marketing, product manufacture and sales, fundraising, sponsorship, and services.

The team works closely and in partnership with CLC to monitor commercial and internal use of the marks.

Individuals, groups and organizations, both on and off campus, seeking to use any version of the University's marks must have prior approval and the item must be purchased from an official CLC licensee. In addition, all vendors and groups must have their artwork approved prior to production. This also includes sale to University departments, campus organizations and recognized alumni clubs and organizations. Promotions and advertising are included as well.

Before an individual or business may use Kentucky State University's marks, formal permission must be granted through a license agreement with CLC. A step-by-step guide for this purpose is located on CLC's website at www.clc.com underneath the "Get Licensed" tab. The application to become licensed for Kentucky State University can be found at https://apply.clc.com/ . For any assistance to become a licensed vendor for Kentucky State University, please reach out to licensing@clc.com.

PRINTED MATERIALS AND PUBLICATIONS

The recommended logo placement on print media is at the top, either top left or centered. On all external communications (printed pieces that go to an audience beyond the Kentucky State campus) the printed material must be approved by the Division of Institutional Advancement and External Relations. If the communication is from a specific school, center or program, it may be branded with that unit's distinction.

All brochures, posters, fliers and other communications materials should be branded with a consistent University approved colors.

16

Tinos Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Tinos Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Tinos Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Tinos Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans ExtraBold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans ExtraBold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

BRAND FONTS

Tinos is the preferred serif font for use with the graphic identity. It is shown in two weights: Regular and Bold.

Nunito Sans is the preferred sans-serif font for use with the graphic identity. It is shown in three weights: Regular, Bold and ExtraBold.

KENTUCKY STATE UNIVERSITY EDITORIAL STYLEBOOK

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ABOUT OUR NAME

Kentucky State University's name is one of our most valuable assets. It is also most frequently misused in the following manner:

    Abbreviating to KSU

Our editorial style is simple:

    We are Kentucky State University on first reference, Kentucky State on second.

    We are not "KSU" because the Kentucky State name has greater awareness and familiarity than KSU.

    Geography is a factor, too: - There are multiple KSUs out there, and the web doesn't stop with Kentucky's boundaries.

In Copy	University Name
First mention	Kentucky State University
	Kentucky State University[unit name/program]
Second mention	Kentucky State or the University
Subsequent mentions	[unit name/program]

It is equally important to always spell out Kentucky State versus using shorthand for our name as KSU - whether in naming or copy.

In athletics and social media, "KSU" or "KYSU" are acceptable in copy/hashtags used to engage audiences of current students and alumni (e.g., #KYSU23), but should not be used in hashtags designed to influence external audiences.

ABBREVIATIONS AND ACRONYMS

Abbreviations and acronyms may be used on first reference only if widely recognized:

FBI

DNA

NASA

Otherwise, spell out the complete name or phrase on first reference and follow with the abbreviation in parentheses if and only if the abbreviation will be referenced subsequently.

The collaboration includes Kentucky State University and Historically Black Colleges and Universities (HBCUs).

In general, abbreviations and acronyms with only two capitalized letters use periods; for those with three or more capitalized letters, omit the periods between the letters.

U.S.

CIA

When an acronym serves as a proper name and exceeds four letters, capitalize only the first letter.

Unesco

Unicef

When an abbreviation follows an indefinite article, choose between "a" or "an" as determined by the way the abbreviation would be read aloud.

an HMO

a UFO

Abbreviations frequently used at Kentucky State that do not need to be spelled out:

B.A.	Bachelor of Arts
BSBA	Bachelor of Science in Business Administration
B.S.	Bachelor of Science
MBA	Master of Business Administration
e.g.	for example
Ed.D.	Doctor of Education
i.e.	that is
M.A.	Master of Arts
M.Ed.	Master of Education
M.S.	Master of Science
Ph.D.	Doctor of Philosophy
Prof.	Professor

ACADEMIC DEGREES

Capitalize in the following manner:

Ph.D., M.S., B.S. (always include the periods)

doctoral degree in physics, master's degree in English, bachelor's degree in accounting

He received a Bachelor of Science in physics. She will receive a B.S. in psychology.

She received her M.A. in English. He earned a master's degree in physics.

She has a Ph.D. in chemistry. He received his doctorate in psychology.

The word "degree" should not follow a degree abbreviation

Correct: He has a B.A. in history. Incorrect: He has a B.A. degree in history.

ACADEMIC SUBJECTS

Uppercase when it is the name of a language or used as a specific course title:

He majored in political science with a minor in Spanish.

She teaches Chemistry 101.

Lowercase an academic subject when it is used as a general field of study:

Kentucky State University offers programs in history, biology and education.

AFFECT, EFFECT

Affect is almost always used as a verb, meaning "to influence," "to act on" or "to produce an effect or change in." Uses of affect as a noun are considered nearly obsolete, with an exception being as a term in psychology, reflecting an emotional response to stimulus.

The news stories affected the election.

Effect is almost always used as a noun, meaning "result" or "outcome."

When used as a verb, effect immediately followed by a noun means "to make happen" or "to bring about."

His test score had a positive effect on his final grade.

The best way to effect change is to become an active participant.

AFRICAN AMERICAN

Do not use a hyphen, whether as a noun or adjective.

AGE

Always a numeral:

1 day old to 110 years old, 7 years old, 110 years old

Always hyphenate when used as a modifier:

12-year-old boy

Always spell out numbers used at the beginning of a sentence:

Twenty women participated in the race.

Recommendation — always avoid beginning sentences with numbers.

ALUMNI, ALUMNAE, ALUMNUS, ALUMNA

Alumni:

> plural, masculine;

> preferred plural form when referring to both men and women

Alumnae:

> plural, feminine

Alumnus:

> singular, masculine

Alumna:

> singular, feminine

Alum/Alums:

> Do not use the informal "alum" or "alums" unless part of a direct quotation or via social media.

ALUMNI DESIGNATIONS

For **external audiences**, do not use abbreviations or possessive numerals for class year, parent designations or for any other Kentucky State University affiliations or honors. Instead include this information in copy as relevant and necessary.

> Diane Smith, a 1976 graduate of Kentucky State University and parent of two current students, is in charge of the homecoming committee (not Diane Smith '76…).

> Diane Smith of the Class of 1976 is in charge of the homecoming committee.

> See also: *"class years"*

For **internal audiences**, the use of abbreviations for class year, parent designations or for any other Kentucky State University affiliations or honors is acceptable. Use a reverse apostrophe before the year when referring to class years.

> Michael Davis '19

> Renee Christian '86, '89 M.A., '93 Ph.D. (She has three degrees from Kentucky State.)

In fundraising contexts, refer to the parent of a Kentucky State student or graduate in this manner:

> Vanessa Davis P'19

If the parent is also a Kentucky State graduate:

> Sara Parker '66, P'19

To indicate a parent of more than one Kentucky State graduate, include the class years of all children in chronological order, separated by one space:

> Thomas Brown P'19 '16

For use in only relevant contexts, where a person's role as a grandparent relates to the content (e.g., a profile about a family in a fundraising brochure to parents), refer to grandparents of Kentucky State students in this manner:

> Debra Frank GP'19

In this example, the grandparent is an alumna and a Kentucky State parent:

> Michele Allen '56, P'86, GP'17 '19

AMPERSANDS

Do not use an ampersand unless it is an official part of a formal name. Otherwise, spell "and":

H & R Block

Dolce & Gabbana

College of Business and Computational Sciences

BOARDS, COMMITTEES AND OTHER FORMALLY ORGANIZED GROUPS

Capitalize Kentucky State University Board of Regents on first reference, the Board on second and subsequent references. Lowercase all other University board of directors.

BULLETS

Treat all items within a bulleted list consistently in terms of capitalization, punctuation and sentence structure. Treat all bulleted lists consistently within a document. **Do not use periods after each item in a list if the items are not complete sentences.**

She must pass the following exams:

- chemistry
- history
- African American studies

When bulleted items contain complete sentences, use a period after each bullet in the list and capitalize the beginning of each sentence.

CAPTIONS

Do not use periods at the end of captions that are not complete sentences.

CLASS YEARS

Capitalize alumni classes:

Class of 1886

Class of 1986

Diane Smith, member of the Class of 1976

Do not capitalize class designations: freshman (not freshmen); sophomore; junior; senior. The preferred term for an entering student is "first-year student" instead of "freshman." Do not use the class year preceded by an apostrophe.

Tammy is a first-year student.

Sophomore Timothy Lincoln is speaking to the freshman class

COLONS

Capitalize the first word after a colon only if it begins a complete sentence. Otherwise, for lists and single words, the first word should be lowercase (unless it is a proper noun). Use one space only after a colon.

The book contained three short chapters: three, six and nine.

The punchline was hilarious: to get to the other side.

She remains undecided: Should she invest in a house or Facebook?

COMMAS

Kentucky State's style does not call for use of the serial Oxford comma. Therefore, use commas to separate elements in a series, but do not put a comma before "and" or "or" in a simple series.

His favorite color is green, gold or gray.

Include a comma if clarification calls for it, including when an element within a series contains a conjunction:

My favorite foods are pizza, soup and salad, and green beans.

Use a comma to separate independent clauses joined by a conjunction.

Their brother prepared supper, and his siblings rushed to the table to eat.

Use a comma to separate multiple modifiers of a noun.

It was a sizzling, hot day.

She is a world-renowned, well-respected leader in psychology.

Use a comma in numbers higher than 999.

1,886

Do not use a comma between the month and year or season and year.

She will graduate in May 2021.

He will attend Essence Festival in the summer of 2022.

A comma should follow the year when used with a month and day.

The story will appear Monday, June 3, 2019, in the *State Journal.*

Use a comma to indicate if the reader understands or is told that the item or clause is the only one of its kind.

Dr. Richardson and her husband, Matthew, and children, Elizabeth Ann and David, vacationed in Kentucky.

DATA

Data is plural; datum is singular. Data set is two words.

DATES AND TIMES

Use figures for days of the month, omitting "nd," "rd," "st" and "th." Place a comma between the day and the year and following the year when the date is mentioned.

On January 12, 2000, she took a trip to China.

Do not use a comma between the month and year.

She will graduate in May 2021.

Abbreviate these months:

Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Write out March, April, June and July.

Do not abbreviate months when the months stand alone or appear with only a year:

The Upward Bounds summer program is scheduled for August 2019.

When referring to the academic year, use a hyphen, but do not repeat the four-digit year:

2019-20

Use a.m. or p.m. after the time of day, except for noon and midnight. When the time is on the hour, do not include 00. For noon and midnight, do not include 12.

She goes to lunch from noon to 1 p.m.

For a span of time, use "to" instead of a hyphen.

10 a.m. to 7:30 p.m

DECADES

No apostrophe when plural:

> 1980s
>
> Mid-1990s

Use apostrophe for abbreviated years

> '60s
>
> '70s
>
> '80s

DEPARTMENTS, DIVISIONS AND OFFICES

Lowercase when used informally; uppercase when used formally or when needed for clarity.

> Dr. Tan works for the history department.
>
> The Division of Institutional Advancement and External Relations is coordinating staff
>
> appreciation.

All offices or service areas should be referred to as office of

> Office of the President
>
> Office of the General Counsel

DIRECTIONS AND REGIONS

Lowercase compass direction. Capitalize words that denote specific regions.

> Sara drove west.
>
> She moved from the North and went to a university in the Southeast.

DISABLED, DISABILITY

In general, use people-first language, such as "students with disabilities" instead of "disabled students." Do not describe an individual as disabled unless it is clearly pertinent to a story. If a description must be used, refer to a person's specific condition. Refer to individuals as "using" a wheelchair, not as "confined" to a wheelchair.

> He has Cerebral Palsy.
>
> Lauren has used a wheelchair since age 10.

DORMITORY

Residence hall is preferred.

E.G.

An abbreviation meaning for example. It is always followed by a comma.

EMAIL

Never hyphenate.

ETC.

Avoid except within parenthetical expressions.

EVENTS

Capitalize the formal name of University events.

> Baccalaureate
>
> Commencement Convocation
>
> Founder's Day
>
> Honors Convocation

EXCLAMATION MARKS

Use only for emotion or strong feeling. Use sparingly.

FACULTY

The word faculty takes a singular verb. Use faculty members and staff members to avoid awkward singular constructions.

FISCAL YEAR

Capitalize when used with the year. On second reference, use FY with the two-digit year directly after (no space).

Use lowercase when referring in general to the fiscal year.

> Finance released the budget for Fiscal Year 2020.
>
> We are expecting a budget increase in FY21
>
> Kentucky State's fiscal year ends June 30.

FRESHMAN, FRESHMEN

Freshman is a singular noun or adjective:

> A college freshman may attend the dance.
>
> The freshman class is the largest in recent years.

Freshmen is a plural noun:

> The freshmen gathered in Alumni Stadium.

FOREIGN STUDENTS

Use international students

FUNDRAISING, FUNDRAISER

One word

GENDER-INCLUSIVE LANGUAGE

Do not use he when referring to an unspecified single person. Instead, rewrite the sentence, using the plural form or avoid the use of pronouns entirely.

> Instead of: If a student takes good notes, she will pass the test.
>
> Try: The student who takes good notes will pass the test.

Avoid gender-specific language whenever possible.

> chair rather than chairman/chairwoman/chairperson
>
> police officer rather than policeman
>
> humankind instead of mankind

Use AP style in stories about people who identify as neither male nor female and who ask not to be referred to as he/she/him/her. Use the person's name in place of a pronoun or otherwise reword the sentence, whenever possible. If the use of they/them/their is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.

When they is used as a singular, it takes a plural verb. Be sure it is clear from the context that only one person is involved.

GOVERNMENT, FEDERAL OR STATE

Always lowercase, never abbreviate:

> U.S. government
>
> federal government
>
> the commonwealth of Kentucky
>
> the state of Texas

HEALTH CARE

Always Two words

HYPHENS AND DASHES

Modifying phrases are hyphenated when used before a noun, but not after — unless the hyphen is needed to prevent confusion:

> The well-known president wears green ties.
>
> The president is well known.
>
> He works at Kentucky State full time.
>
> He has a full-time position at Kentucky State

Words formed with prefixes (befriend, prehistoric, pre-existing) are only hyphenated to avoid duplicate vowels and consonants.

> shell-like
>
> pre-empt

Two or more hyphenated modifiers having a common base are treated in this way:

> on- and off-campus
>
> three-, six- and 10-minute intervals

Do not use a hyphen after words ending in "ly" followed by a participle or adjective:

> highly qualified person
>
> historically black college

Use an em dash (—) sparingly to indicate emphasis or explanation, to define a complementary element or to denote a sudden break in thought. Put a space on each side of an em dash.

> The top three revenue sports — football, basketball and baseball — fund athletics.

I.E.

An abbreviation for "that is to say." It is always followed by a comma.

> Walking on a frozen body of water isn't smart, i.e., it's a really bad idea.

IT'S, ITS

It's represents a contraction for it is or it has:

It's been a Kentucky State tradition since 1886.

Its is the possessive form of the neuter pronoun:

The band played its biggest hit at the end of the concert.

JUNIOR (JR.), SENIOR (SR.) OR II

It is unnecessary to use a comma to separate Jr. and Sr. from the surname. A comma should never be used to separate II, III, etc., from the surname.

Jonas Michael Todd Sr.

M. Robert DeCourcy III

MAJORS

Lowercase, except English, French, Latin, etc.

biology major

Spanish major

She is majoring in English.

NAMES

On first reference, refer to a person by his or her full name. On subsequent references, use only the last name.

First reference: Dr. Wendy Dixie

Subsequent references: Dixie

NUMBERS

Spell out numbers one through nine in narrative text; use figures for 10 and above. Use a comma in numbers higher than 999.

She runs six miles every day.

There were 86 tourists on the trip.

There were 1,886 incoming new students.

Spell out general, nonspecific references to numbers in narrative text:

There are a thousand reasons to avoid hiking alone.

When a number is the first word of a sentence, spell it out.

Forty people participated in the event.

PERCENT

Express all percentages as figures. Spell out "percent" except in tabular matter and always use numerals.

6 percent

186 percent

She saves 30 percent of her income.

PERIODS

Use only a single space after a period at the end of a sentence.

POSSESSIVES AND APOSTROPHES

In most cases, the possessive is formed by the addition of an apostrophe and an "s" for singular nouns:

the book's cover

To indicate possession by multiple individuals or groups, add the possessive only on the final item in the series:

Sally, Mike and Dan's company

For plural nouns ending in "s," add only an apostrophe:

states' rights

For plural nouns not ending in "s," add an apostrophe before the "s":

women's rights

Singular common nouns ending in "s" are made possessive by adding "'s," unless the next word begins with "s."

the witness's answer

the witness' story

Singular proper names ending with "s" are made possessive by adding an apostrophe:

Andrew James' boat is red and white.

QUOTATION MARKS AND PUNCTUATION

Quotation marks should be placed outside most punctuation. Question marks, dashes, semicolons and exclamation marks go within the quotation marks only when they apply to the quoted matter.

Toni Morrison wrote "Beloved."

I borrowed her copy of "What Do People Do All Day?"

At the dance she said, "It's time for the electric slide."

"Our international students will arrive Saturday," the professor stated.

Who wrote "Invisible Man"?

The question mark and exclamation mark always go outside the quotation mark unless the quotation is a question or an exclamation.

"What color is it?" Jones asked.

RSVP

An abbreviation of the phrase "please reply" in French. Do not use with "please." Use in invitations but not in running text.

SEASONS

Do not capitalize names of seasons unless part of a formal title.

The Chamber Music Festival launched last fall.

Winter Olympics

STATES

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city or town.

Place a comma between the city and the state name and after the state name.

Amanda was traveling from Franklin, Tennessee, to Frankfort, Kentucky.

TITLES - ACADEMIC

Capitalize a title only when it comes before the name. Use lowercase when the title follows the name.

Kentucky State President Koffi C. Akakpo was appointed June 2023.

Koffi C. Akakpo, Kentucky State's 19th president, is a Toledo alumnus.

TITLES OF WORKS

Place quotation marks around the names of books, movies, plays, poems, operas, television and radio programs, albums and songs, lecture titles, works of art and computer and video games (not course names or journals). **Do not use italics.**

The Department of Fine Arts presented a performance titled "The Wiz."

Do not use quotation marks for the Bible and books that are primarily catalogs of reference materials.

At Kentucky State, students receive a copy of Merriam-Webster's Collegiate Dictionary.

UNITED STATES

To abbreviate, use U.S., with periods. U.S. is acceptable on first reference. Do not use USA, unless in direct quotation.

UNIVERSITY

Capitalize University when referring to Kentucky State, except when used as an adjective (university-wide, university-level).

The entire campus must attend the university-wide training on Title IX.

VICE PRESIDENT

Use "for," not "of," as the preposition in the titles of Kentucky State's vice presidents.

vice president for finance and administration

vice president for institutional advancement and external relations

WEB, WEBCAM, WEBCAST, WEBMASTER, WEBPAGE, WEBSITE

All one word, lowercase, unless it starts a sentence.

WHO/WHOM

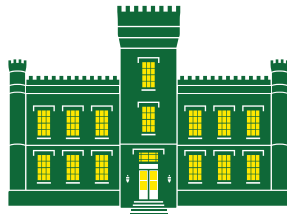Use who as the subject of a sentence, clause or phrase.

Who is that?

The student who lived in Kentucky Hall 101 was studious.

Use whom as the object of a verb or preposition.

The woman to whom this purse belongs must be contacted for its return.

KENTUCKY STATE
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