Style Guidelines for all College Publications

Please print this guide and refer to it when writing copy to be sent to the Publications Center/Office of Communications & Enrollment Development for the E-news, brochures, flyers, etc.

Address

Correct address:
Camden County College
P.O. Box 200
Blackwood, NJ 08012

-- It is NOT P.O. Box 200, College Drive.
-- Use either P.O. Box 200 OR 200 College Drive.

Academic/Administrative Departments/Offices/Programs

All offices are capped, such as Office of the President, Office of Human Resources, Office of Admissions, Records and Registration, Business Office, Financial Aid Office, etc.

• Use lowercase except for words that are proper nouns or adjectives or when department is part of the official and formal name:
  ▪ Correct: the department of history
  ▪ Correct: University of Connecticut Department of Medicine

• Departments and programs are capped, such as Biology Department, Public Safety Department, Payroll Department, Dental Program, Nursing Program, etc.

Building Names

Always refer to the full name of the facility, using caps.

• Adams Hall
• Connector Building
• Helene Fuld
• Madison Hall
• Otto R. Mauke Community Center
• Taft Hall
• Wilson Hall Center
• Wilson Hall West
• Kevin G. Halpern Hall for Science and Health Education
• Laser Institute of Technology for Education & Research
• Lincoln Hall (home of the Dennis Flyer Theatre)
• Washington Hall (formerly the Captain Thomas J. McDonnell Criminal Justice Center)

Please note: The library is referred to as the Wolverton Library, Blackwood Campus. The conference room located in the Library’s basement is LIB 002.
Style Guidelines for all College Publications

Campus/Locations

Use full names:

- Blackwood Campus (refer to as the main campus)
- Camden City Campus (refer as a branch campus)
- William G. Rohrer Center (refer as an additional location)
- Regional Emergency Training Center (refer as other instructional site)
- Technical Institute (refer as other instructional site)

Note: If using Blackwood and Camden City campuses together in a sentence, use a lower case “c” for campuses. The same rule applies to Camden County and Gloucester County. If used together in a sentence, it should read Camden and Gloucester counties.

Academic Degrees

- It is written: associate degree (no possessive)
- It is written: bachelor’s degree or Bachelor of Arts
- It is written: master’s degree or Master of Arts

Dates

- Date: September 23, 2008 is correct. It is never written September 23rd, 2008.
- Century: Always use 20th century—not Twentieth Century
- Decades are written as: the ’60s, or the 1960s. The apostrophe is used to show the numerals that are left out and not used before the s.

Miscellaneous

- College president -- Raymond Yannuzzi is written as shown, without using his middle initial.
- College -- Always use a capital C when referring to this College.
- Use “e-mail”, lower case “e” with a hyphen
- “Internet” uses a capital “I.”
- “online” is one word, with a lower case “o” and no hyphen.
- “Web” uses a capital “W.”
- “website” is one word, lower case “w.”
- “Web page” is two words with a capital “W.”
- “Webcast” is one word, with a lower “w.”
- “podcast” is one word with a lower case “p.”
- “sport management” not sports with a plural.
- Basic Skills Test, Placement Test, etc. all start with capital letters.
- Social Security is always capped because it is a government office.
- Spring 2012 or Fall 2012 -- Capitalize Spring or Fall only if it is with the year in reference to a semester.
- Always lower case spring or fall if used in a sentence without the semester year.
Style Guidelines for all College Publications

Numbers
• Spell out one through nine when using it in a sentence.
• If using the number 10 and higher, use the numerical symbol.

Phone Numbers
• Write phone number and an extension as:
  (856) 227-7200, ext. 4941
• Always put a comma after the number.
• Extension is lower case with the abbreviated word extension.

Photo Captions (Examples for correct references)
• In a photograph with two people:
  Mary Smith, left, is presented the award by John Jones.
  There is no need to say that Jones is right. He is the only one left in the picture.
• In a photograph with more than two people:
  Mary Smith, left, is presented an award by John Jones, center, as her husband Thomas watches.
  No need to say that Thomas is right. He is the only one left in the picture.
• In a picture with four or more people:
  From left, Mary Jones, her brother, James, her husband, Thomas, her son, Frank. For photos with more than three people, name every person, from left as they appear in the picture.

Punctuation
• Use one space after a period before the next word, not two spaces.
• Series of three items: day, nights and weekends. A comma is not needed before the word “and.”
• When using quotes, place the period or comma inside the quotes.

Time
• Time is written as a.m. or p.m.
• Always use lower case, with periods. It is not AM, PM or A.M., P.M.
• noon – This stands alone, with a lower case “n.” It is not written 12:00 noon.
• midnight -- The same rule applies. It is a lower case “m,” and never written 12:00 midnight.
• 1 p.m. – Not 1:00 p.m. Zeros are unnecessary if there are no additional minutes.
• 1:15 p.m. or 9:45 a.m. -- Only use the colon if there are minutes with the hour.
• 2 to 3 p.m. – It is not written as 2 p.m. to 3 p.m. There is no need to put p.m. after the first time.
• 9 a.m. to 2:30 p.m. -- Only use both in a specific timeframe if one is a.m. and the other one is p.m.
Style Guidelines for all 
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Titles

- Formal titles (Dean, Vice President, Professor, etc.) are **capitalized when they appear in front of a name**, and written in **lower case letters when they appear after a name**. For example: President Raymond Yannuzzi, or Raymond Yannuzzi, president.
- Informal titles such as “technician” or “coordinator” are used **lower case** even when appearing in front of a name.
- Freeholder in front of a name needs a capital “F.”
- Dean in front of a name is a capital “D.”
- Professor in front of a name is a capital “P.”
- Just using freeholder, dean or professor in a sentence takes a lower case.
- When in front of a name, board member and trustee are lower case.
- Board of Trustees is capped, but speaking about the board in a sentence such as “the board voted to …” uses a lower case “b.”
- When using elected official use **The Honorable** with their full name and middle initial, position, then location. For example:
  - The Honorable Robert E. Andrews, U.S. Congressman, New Jersey
  - The Honorable Robert E. Andrews, 1st District of New Jersey

**Note:** Check the elected official’s website for help if you are unsure.