

UNIVERSITY OF NORTH TEXAS STYLEGUIDE

The first reference source for University of North Texas style is the *Associated Press Stylebook*. For some documents that are more formal or longer (more than 13 pages in length), *The Chicago Manual of Style* may be used. For material not covered by the *AP Stylebook*, use Webster's New World College Dictionary for spelling, style, usage and foreign geographic names.

Although much of the material below is covered in the *AP Stylebook*, this guide is a quick reference for items that are used or misused frequently or are exceptions to AP. Specific guides at the end cover [music titles](#) (p. 44), [punctuation](#) (p. 45), [social media](#) (p. 48), [web content](#) (p. 52) and [photography usage](#) (p. 55).

NOTE: Because materials are written for different audiences, areas within the Division of University Brand Strategy and Communications sometimes use different styles, noted as exceptions throughout the guide. *North Texan* magazine and *UNT Research* magazine are produced by the publications area. *UNT Today*, *UNT Weekly*, Administrative Announcements and Official Notices are produced by the internal communications team, and communications for presidential initiatives are produced by the university initiatives area. Materials produced by the marketing and advertising areas include ads, viewbooks and other student recruitment publications. The news area writes news releases for the media, and the web and social media areas cover content on websites, Facebook, Instagram, LinkedIn and X, formerly known as Twitter.

Please direct all questions to the Division of University Brand Strategy and Communications:
940-565-2108 • ubsc@unt.edu • Last updated 12/17/25

A

- **academic terms** — Lowercase *spring* and *fall* unless used with the year: *Fall 2023*, *Fall 2023 graduates*, *the fall semester*. Uppercase *Winter Session* and *Summer Session* as those are their formal titles. Do not use *Maymester* when referring to the 3 Week 1 Summer Session.
- **academic year** — Runs from the beginning of the fall semester through the end of the summer terms. Use two digits only on the second year: *How did the 1965-66 academic year compare to the 2015-16 academic year?*
- **Aces of Collegeland** — 'Fessor Graham's early dance band. Collegeland is one word.
- **acronyms** — Do not automatically follow names of organizations with acronym in parentheses; use acronym on subsequent references only if the meaning is clear. Certain well-known acronyms are acceptable on first reference, such as NASA, FBI. (**Exceptions:** Social media may use acronyms due to space constraints. Marketing includes *FAFSA* in parentheses after first reference to the Free Application for Federal Student Aid.)
- **ACT** — Do not spell out to refer to the previously designated *American College Testing*. No periods.
- **addresses** — Street, avenue and boulevard are abbreviated with a numbered address (*St.*, *Ave.*, *Bld.*) but spelled out when part of a formal street name without a number: *The house is on Avenue A*. *The address is 111 Ave. A*. Lowercase and spell out when used alone or with more than one street name: *First and Second streets*. (**Exception:** Social media may omit words like *street*, *avenue* and *boulevard* due to space limitations.) The format for UNT addresses is:

University of North Texas
Name of Office or Division
1155 Union Circle #xxxxxx
Denton, TX 76203-5017
- **Admissions Recruiter** — Uppercase for all references. Do not use *Admissions Advisor*.
- **advisor** — Not *adviser*.

- **affect, effect** — *Affect* means to influence: *Your attitude will affect your performance.* *Effect* as a verb means to cause: *His policies will effect change.* *Effect* as a noun means result: *They could see the drug's effect.*
- **African American** — No hyphen. Along with *Black*, acceptable for an American Black person of African descent. Follow an individual's preference, if known, and be specific when possible and relevant.
- **ages** — Always use figures regardless of the age, unless it begins a sentence; ages expressed as adjectives before a noun or as a noun substitute use hyphens: *He was a 30-year-old man with a child who was 3 years old.*
- **Air Force** — Uppercase when referring to U.S. forces: *the U.S. Air Force, the Air Force, Air Force ROTC.* Do not use the abbreviation USAF.
- **all right** — Never *alright*.
- **alphabetize** — Put items or names in text, lists and tables in alphabetical order unless there is a reason for another order.
- **alum, alumnus, alumni, alumna, alumnae** — The terms **alumnus** (s.) and **alumni** (pl.) for men, and **alumna** (s.) and **alumnae** (pl.) for women, are acceptable. If a gender-neutral term is desired, **alum** or **alums** is acceptable. When possible, defer to subject's preference. The word applies to students who attended as well as to students who graduated. May also use *former student* for someone who attended, or *graduate* for someone who earned a degree.
- **a.m., p.m.** — Lowercase with periods. Avoid the redundant *11 a.m. in the morning*. Use *noon* and *midnight*, not 12 a.m. or 12 p.m.
- **American Conference** — *The American* is an acceptable abbreviation. (Formerly known as *the American Athletic Conference*.)
- **among, between** — *Between* introduces two items and *among* introduces more than two.
- **ampersand (&)** — Not used in place of *and* unless it is part of a formal name or composition title, such as *Denton Arts & Jazz Festival* or *U.S. News & World Report*. (**Exceptions:** Marketing, advertising and social media sometimes use ampersands due to limited space.)

- **annual** — Lowercase when used to describe an event: *the third annual Conference on the Status of Women*. Do not use *first annual* but note if the sponsors plan to make it an annual event. *Inaugural* is also acceptable.
- **anyone, any one** — One word for an indefinite reference: *Anyone could do it*. Two words when the emphasis is on singling out one element of a group: *Any one of us could be the culprit*.
- **apostrophes** — Use smart apostrophes (’), not straight apostrophes ('). Before a degree year, force an apostrophe rather than an opening single quote mark. On a PC, press the alt key while typing 0146: *John Doe (’14, ’16 M.S.)*. On a Mac, press option, shift and the closed bracket key (]). (**Exception:** For web, use straight apostrophes.)
- **app** — Short for *application* including digital platforms; acceptable on first reference.
- **Army** — Uppercase when referring to U.S. forces: *the U.S. Army, the Army, Army ROTC*. Lowercase the forces of other nations: *the French army*.
- **artificial intelligence** — *AI* is acceptable on second reference (**Exceptions:** Social media may use *AI* on first reference. News may use *AI* in headlines.)
- **artwork** — One word.
- **artwork titles** — Italicize names of artwork. (**Exception:** Social media puts artwork titles in quotes.)
- **associate degree** — No possessive.
- **athletic director** (position) — Not *athletics*.
- **audiovisual** — One word. *AV* is acceptable on second reference.
- **augmented reality** — *AR* is acceptable on second reference. (**Exceptions:** Social media may use *AR* on first reference. News may use *AR* in headlines.)
- **author** — Avoid using as a verb.
- **awhile, a while** — *She plans to sleep awhile* (adv.). *She plans to sleep for a while* (n.).

B

- **baby boomer** — Lowercase, no hyphen.
- **Bachelor of Arts, Bachelor of Applied Arts and Sciences, Bachelor of Business Administration, Bachelor of Fine Arts, Bachelor of Science** — Abbreviate as B.A., B.A.A.S., B.B.A., B.F.A., B.S. If the name of the specific degree isn't needed, *bachelor's degree* or a *bachelor's* is acceptable. Uppercase specific names of degrees; lowercase majors unless they are proper nouns: *a Bachelor of Arts in history*. (**Exceptions:** News lowercases specific degree names and does not use degree abbreviations. Marketing, advertising, social media and web uppercase UNT degree names.)
- **back up** (v.), **backup** (n. and adj.) — *He keeps forgetting to back up the hard drive. She made a backup five years ago. They need a backup plan.*
- **backward** — Not *backwards*.
- **barbecue** — Not *barbeque*, *Bar-B-Q* or *BBQ*.
- **benefit, benefited, benefiting** — Spell with a single *t*.
- **Best in the Southwest** — Uppercase, no quotes. Refers to UNT's designation by *The Princeton Review*.
- **bestseller, bestselling** — No hyphen.
- **biannual, biennial** — *Biannual* means twice a year, the same as *semiannual*. *Biennial* means every two years.
- **bimonthly, semimonthly** — *Bimonthly* means every other month. *Semimonthly* means twice a month.
- **biweekly, semiweekly** — *Biweekly* means every other week. *Semiweekly* means twice a week.
- **Black** — Use the capitalized term as an adjective in a racial, ethnic or cultural sense: *Black people, Black culture, Black literature, Black studies, Black colleges*. *African American* also is acceptable for an American Black person of African descent. The terms are not necessarily interchangeable. Follow an individual's preference if known.
- **Black, Indigenous and people of color (BIPOC)** — Do not use the term Black, Indigenous and people of color, which some see as more inclusive by distinguishing the experiences of Black and

Indigenous people but others see as less inclusive by diminishing the experiences of everyone else. Similarly, do not use the term Black, Asian and minority ethnic.

Do not use *person of color* for an individual. Do not use the shorthand *BIPOC* unless necessary in a direct quotation; when used, explain it.

- **blind, limited vision, low vision/partially sighted** — *Blind*, along with *a person/people with low vision*, *person/people with limited vision*, *person/people with vision loss*, *partially sighted person/people* are acceptable if preferred by an individual or group. When possible, ask if a person or group uses identity-first language (*blind students*) or person-first language (*students who are blind*). See entry for *disabilities*.

- **blog names** — Capitalize the first letter and other main words, but don't enclose in quotation marks unless an unusual spelling might make it unclear.

- **Bluetooth** — Uppercase, one word.

- **board of directors, board of trustees** — Lowercase.

- **Board of Regents** — On first reference, use *UNT System Board of Regents*; uppercase *Board of Regents* when it refers to the UNT board; lowercase *regents* and *board* when they stand alone.

- **book titles** — Italicize in body text; use single quotes in headlines. (**Exception:** Social media uses double quotes around titles.)

- **boulevard** — Abbreviate only with a numbered address. *Construction began on North Texas Boulevard. You'll find the Coliseum at 601 North Texas Blvd.*

- **brand names** — Uppercase, but use only if essential to a story.

- **building** — Do not abbreviate the word building or the proper names of buildings on campus. Capitalize the proper names of buildings, including the word *building* if it is part of the proper name: *Hurley Administration Building* NOT *Hurley*, *Hurley Admin*, *Hurley Administration*. Consult UNT campus map for building names.

- **bulleted lists** — See punctuation guide.

- **bus, buses, bused, busing** — Used in reference to transportation vehicles. *Busses* (with double s) are kisses.

- **business names** — Do not use a comma before *Inc.*, *Ltd.*, *LLC*, etc. Abbreviate *Co.* and *Corp.* at the end of the name. In general, do not use all capital letters unless the letters are individually pronounced: *BMW*, *Ikea*. Do not use symbols: *Yahoo*, not *Yahoo!*

C

- **campus sculptures/art** — Use formal name, capitalize and italicize when referring to UNT's campus art: *In High Places*, the soaring eagle statue near the Hurley Administration Building, is a centerpiece of UNT's Denton campus. (**Exceptions:** Social media uses quotes instead of italics, as does web in certain circumstances.)
- **cancel, canceled, canceling, cancellation** — Spell with a single l, except in *cancellation*.
- **cannot** — One word.
- **capitalization** — Avoid unnecessary capitals. In general, always capitalize proper nouns (*Texas*) and capitalize common nouns when they are part of a proper name (*Mississippi River*). Capitalize the first word of a sentence and principal words in composition titles (for books, songs, movies, etc.). Lowercase titles after a name, informal titles or standalone titles: *John Doe, professor of geography; the Department of History, the history department, the president of the university*. (**Exceptions:** Marketing, advertising, social media and web uppercase degree names in a title for UNT faculty or administrators: *John Doe, professor of Geography*.)
- **career readiness, career-ready** — Hyphenate when used as a compound modifier: *UNT prioritizes career readiness to prepare career-ready graduates*.
- **catalog, cataloged** — Not *catalogue* or *catalogued*.
- **CDC** — Acronym for *Centers for Disease Control and Prevention*. Use on second reference. (**Exception:** Social media may use *CDC* on first reference.)
- **cellphone** — One word.
- **Center for ...** — Uppercase when part of formal name; lowercase when used alone: *Center for Play Therapy, the center*.

- **CEO, CFO, COO** — *CEO* is acceptable for *chief executive officer* in all references. Use *chief financial officer* on first reference and *CFO* on subsequent references. Use *chief operating officer* on first reference and *COO* on subsequent references.
- **certificate, certification** — Not interchangeable. A *certificate* is evidence of education, while a *certification* is evidence of passing an exam or meeting industry standards. Reference university catalog when referring to a particular degree or program: *The College of Education offers teacher certification programs. The College of Information offers a graduate certificate in archival management.*
- **chair** — Use to describe the head of a UNT academic department, committee or organization: *chair of the Department of History, chair of the UNT System Board of Regents.* Acceptable as a verb: *She chaired the committee.*
- **child care** — Two words, no hyphen in any case.
- **city** — Uppercase if part of a proper name or nickname: *Kansas City, Windy City.* Lowercase in *city of* phrases: *city of Denton.* Add the state unless the city is in Texas or is one of the cities — such as New York, Chicago, Los Angeles — that can stand alone in AP datelines and stories. See *state names* entry.
- **Class of ...** — Uppercase when referring to a particular graduating class: *Class of 2029.*
- **clean up (v.), cleanup (n., adj.)** — *They asked her to clean up the flower beds during the campus cleanup.*
- **climate change** — Use *climate change* when generally referring to long-term shifts in temperatures and weather patterns, and the science explaining or describing those shifts.
- **cloud** — Lowercase.
- **coast** — Lowercase if referring to the shoreline: *the Atlantic coast.* Uppercase if referring to regions along the shorelines: *the Atlantic Coast states, the East Coast.*
- **Coast Guard** — Uppercase when referring to U.S. forces: *the U.S. Coast Guard, the Coast Guard.* Do not use the abbreviation USCG.
- **collective nouns** — When denoting a unit, collective nouns such as *class, committee, crowd, family, group, herd, jury, orchestra, team* take singular verbs and pronouns. Team names take

plural verbs: *The Mean Green are playing hard. The team is winning.* Use *faculty members* and *staff members* with a plural verb: *the faculty is meeting; faculty members are meeting.*

- **College** of ... — Uppercase when part of formal name; lowercase when used alone or when not using formal name: *College of Education, the college.* See more in UNT Colleges, Schools, Academic Departments guide.

- **commencement** — The congratulatory ceremony hosted by university officials in which students are publicly and formally recognized. Only capitalize at the beginning of a sentence or when paired with the semester and year in the formal title: *Join us this Friday for Spring 2026 Commencement; For many students, commencement is an important part of the college experience.* Not interchangeable with *graduation*, which is the process of being awarded a degree after successfully completing degree requirements. See *graduation* entry for other guidelines.

- **compact disc** — *CD* is acceptable in all references.

- **company** — Abbreviate as *Co.* for businesses that use *Company* at the end of their proper names; spell out and lowercase if used alone. (See *business names* entry for other guidelines.)

- **complement, compliment** — *Complement* is a noun and verb denoting completeness or the process of supplementing something: *The chair complements the couch. The ship has a complement of 200 sailors. Compliment* denotes praise or courtesy: *My compliments to the chef.*

- **compose, comprise, constitute** — *Compose* means to create or put together. *Comprise* means to contain, to include all or embrace. (*Comprised of* is incorrect.) *Constitute*, in the sense of form or make up, may work best when neither *compose* nor *comprise* fits: *The United States comprises 50 states. The United States is composed of 50 states. Fifty states constitute the United States of America.* Use *include* if what follows is only part of the total: *The United States includes Texas.*

- **composition titles** — Capitalize first and last words of a title and all principal words in between, including short verbs like *is*, *be* and *are*. Include *The* if it is part of the title. Do not capitalize conjunctions, prepositions or articles of less than four letters unless they are the first or last words.

— Place the titles of books, magazines, movies, operas, albums, exhibits, plays, television programs, podcasts, video games and sculptures in italics, except for the Bible and books that are

primarily catalogs of reference materials, such as almanacs, directories, dictionaries, encyclopedias, gazettes and handbooks. (**Exceptions:** When using a title in a headline, use single quotes. Social media uses double quotes.) Also see music guide.

— Place the titles of lectures, dissertations, articles, artwork, songs, poems and stories in quotes.

— Use no italics or quotation marks with the titles of blogs and courses.

- **conferences** — Uppercase when part of a formal name; lowercase when used alone: *fifth annual Early Childhood Summer Conference, the conference*.

- **corporation** — Abbreviate as *Corp.* for businesses that use *Corporation* at the end of their proper names; spell out and lowercase if used alone.

- **Corps** — Uppercase when used with a word or figure to form a proper name: *the Marine Corps, the 9th Corps*. Uppercase when standing alone only if it is a shortened reference to the U.S. Marine Corps or the Army Corps of Engineers.

- **coronavirus** — A type of virus that can cause *COVID-19* (coronavirus disease 2019). When referring to the disease, use *COVID-19*. When referring specifically to the virus, use *the COVID-19 virus* or *the virus that causes COVID-19*. Referring to simply *the coronavirus* is acceptable on first reference in stories about COVID-19. Lowercase unless at the start of a sentence. Lowercase names of variants: the *omicron variant*, or simply *omicron* on later references.

- **couple of** — The *of* is necessary: *We have a couple of reminders for you*.

- **coursework** — One word.

- **courtesy titles** — Use courtesy titles such as *Mr., Ms., Dr.*, in direct quotes only. Use first and last name without courtesy titles on first reference. Use last name on second reference. (**Exceptions:** *UNT Today, UNT Weekly*, social media, web, some marketing publications and copy in the president's voice may use *Dr.* for faculty members with doctoral degrees on first reference. Exceptions also may be made to indicate medical doctors.)

- **COVID-19** — Stands for coronavirus disease 2019. Use *COVID-19* (all caps) when referring to the disease caused by the virus. *Coronavirus* refers to the family of viruses to which COVID-19 belongs and should not be capitalized unless at the start of a sentence. When referring specifically to the

virus, the *COVID-19 virus* and the *virus that causes COVID-19* are acceptable. Lowercase names of variants: the *omicron variant*, or simply *omicron* on later references.

- **credit hours** — Use figures, even if the number is below 10: *After completing 6 credit hours, you may be eligible for a job. The lab is 1 credit hour.* (**Exception:** Marketing abbreviates semester credit hours to *SCH* on subsequent references in emails.)
- **criterion, criteria** — *Criterion* is singular, *criteria* plural: *Not one criterion in this list of criteria makes sense to me.*
- **crowdsourcing** — One word.
- **cyber-** — In general, no hyphen or space: *cyberspace, cybersecurity*. Exceptions are *Cyber Monday* and instances in which cyber is used as a separate modifier, such as cyber liability insurance.

D

- **Dallas-Fort Worth area** — Use hyphen. Use instead of *Metroplex*. *DFW area* also is acceptable. For a broader term, use *North Texas region*.
- **Dallas Fort Worth International Airport** — Its press releases include no hyphen or slash in the formal name in text. Also referred to as *DFW Airport*.
- **dangling modifiers** — Following an introductory clause, the first word after the comma must be the noun that is being modified. **Incorrect (dangling modifier):** *A Carnegie R1 research university, UNT's goal is to provide an excellent educational experience.* (“UNT’s goal” is not the “university.”) **Correct:** *A Carnegie R1 research university, UNT is dedicated to providing an excellent educational experience.*
- **dash** — Use an em dash when denoting an abrupt change in thought in a sentence, or to set off a series within a phrase: *Over the years, the king and his family adapted — usually skillfully — to the changing times. They had qualities — intelligence, humor, common sense — that people look for in leaders.* Avoid overuse, especially when commas would work instead. Put a space before and after

the dash. On a PC, press the ctrl, alt and minus keys for an em dash (or hold down the alt key while typing 0151). On a Mac, press the option, shift and minus keys. AP does not use en dashes (–).

- **data** — Typically takes singular verbs and pronouns when writing for general audiences and in data journalism contexts: *The data is sound*. In scientific and academic writing, plural verbs and pronouns are preferred: *The data have been carefully collected*.

- **database** — One word.

- **DATCU Stadium, DATCU** — Use full formal name in all references to the UNT stadium: *The Mean Green will play at DATCU Stadium this weekend*. DATCU is acceptable on first reference when referring to the Denton Area Teachers Credit Union.

- **dates** — Use Arabic figures, without *st*, *nd*, *rd* or *th*. If a month is used with a specific date, abbreviate *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* Spell out the month when using alone, or with a year alone. If using only the month and year, do not separate with commas. If using month, day and year, set off the year with commas: *Our party is Oct. 31. Construction began in January 2019. The gala planned for April 16, 2019, is a green tie formal*. In tabular material, use these three-letter forms without a period: *Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec*.

- **day care** — Two words, no hyphen, in all uses.

- **D.C.** — Set off with commas, as you would a state name: *Our visit to Washington, D.C., was a short one*.

- **deaf/Deaf and hard of hearing** — Use lowercase *deaf* for the audiological condition of total or major hearing loss and for people with total or major hearing loss, only when relevant to the story. *Hard of hearing* can be used to describe people with a lesser degree of hearing loss. The phrase *deaf and hard of hearing* encompasses both groups. Do not use *hearing-impaired*, *hearing impairment* or *partially deaf* unless a person uses those terms for themselves. Use uppercase *Deaf* when referring to the culture built around the experience of deafness and sign language, only if used by the person or group: *Deaf community, Deaf education*. See entry for *disabilities*.

- **decades** — Use Arabic figures. Add an apostrophe at the beginning if leaving out the first two numerals. Force an apostrophe rather than an opening single quote mark on a PC by pressing the

alt key while typing 0146. On a Mac, press the option, shift and closed bracket keys (]). Do not add an apostrophe before the letter s at the end: *1890s, the '60s, the mid-1990s, the Roaring '20s.*

- **degree format** in the *North Texan* — Identify graduates on first reference by adding parentheses after the name: for undergraduate degrees, the year the degree was awarded; for graduate degrees, the year the degree was awarded and the degree abbreviation. Examples: undergraduate degree, *John Doe ('00)*; multiple undergraduate degrees, *John Doe ('00, '05)*; graduate degree, *Jane Doe ('10 M.B.A.)*; undergraduate and graduate degrees, *John Doe ('15, '15 M.S.)*; multiple graduate degrees, *Jane Doe ('00 M.S., '03 M.J., '08 Ph.D.)*; Texas Academy of Mathematics and Science graduate, *John Doe Jr. ('10 TAMS)*. Abbreviations for graduate degrees offered: *M.A., M.B.A., M.F.A., M.J., M.M., M.M.Ed., M.P.A., M.S., M.S.W., Au.D., D.M.A., Ed.D., Ph.D.* If the alum didn't graduate, give more detail in text if needed: *Jane Doe, who attended from 1970 to 1973, has a brother, John Doe, who studied music in the 1980s.*

- **degree names** — Lowercase and use an apostrophe for the general references *bachelor's degree* and *master's degree* (plurals are *bachelor's degrees* and *master's degrees*). Uppercase and do not use a possessive on specific names of degrees such as *Bachelor of Science, Master of Fine Arts, Doctor of Philosophy*, etc. Lowercase majors unless they are proper nouns: *She earned a Bachelor of Arts with a major in history, and her brother earned a master's degree in English.* Use periods when abbreviating degrees: *B.A.A.S., M.B.A., M.Ed., M.S.W., Ed.D., Ph.D.*, etc. (**Exceptions:** Marketing, advertising, social media and web capitalize all majors. News lowercases names of degrees: *a master of arts degree in history.*)

- **Department of ...** — Uppercase when part of formal name; lowercase when used alone or when not using formal name: *Department of Physics, physics department, the department.*

- **diacritical marks** — Include accent marks, tildes and other marks, especially when preferred as part of a person's name.

- **direct message** — *DM* is acceptable on second reference. Can also be used as a verb: *to direct-message* or *DM* someone. (**Exception:** Social media uses *DM* on first reference.)

- **directions and regions** — In general, lowercase *north, south, northeast, northern*, etc., when indicating compass direction; uppercase when designating regions: *She drove toward the western*

United States because he was living in the West. He drove south to find people in the South with Southern accents.

- **disabilities** — Many individuals prefer person-first language: *people with disabilities; people who are hard of hearing*; others view their disability as central to their identity and use identity-first language: *an autistic woman; deaf students*. When possible, ask people how they want to be described. Limit use of the terms *disorder* and *impairment*, and do not use the terms *challenged*, *special needs* or *handicapped*. See entries for *d/Deaf* and *hard of hearing*, *blind/visually impaired*.
- **diseases** — Lowercase all but names of people or geographical areas: *emphysema, Alzheimer's disease, Ebola virus, West Nile virus*. See entries for *coronavirus* and *COVID-19*.
- **distances** — Use figures. *Discovery Park is 4 miles north of the main campus.*
- **Distinguished Research Professor, Distinguished Teaching Professor** — Always capitalize, whether used before or after name. Do not capitalize department unless it is a proper noun: *Distinguished Research Professor of linguistics; Distinguished Teaching Professor of English.*
- **Doctor of Audiology, Doctor of Education, Doctor of Musical Arts, Doctor of Philosophy** — Abbreviate as *Au.D., Ed.D., D.M.A., Ph.D.* If the name of the specific degree isn't needed, *doctoral degree* or *doctorate* is acceptable. Uppercase specific names of degrees; lowercase majors unless they are proper nouns or part of the formal degree name: *a Doctor of Philosophy in history.* (**Exceptions:** News lowercases specific degree names and does not use degree abbreviations. Marketing, advertising, social media and web uppercase majors.)
- **doctoral, doctorate** — Not interchangeable. *Doctorate* is a noun, and *doctoral* is an adjective: *a doctorate in biology, a doctoral degree in biology.*
- **Dr.** — Use as a courtesy title in direct quotes only. Use first and last name on first reference, last name on subsequent references. (**Exceptions:** *UNT Today, UNT Weekly*, social media, web, some marketing publications and copy in the president's voice may use *Dr.* for faculty members with doctoral degrees on first reference. Exceptions also may be made to indicate medical doctors.)

E

- **Eagles** — Always use *Mean Green* when referring to UNT athletics teams, never *Eagles*: *The Mean Green play UTSA next weekend.*
- **Eagle Claw** — UNT's trademark hand sign signifying pride and unity. Capitalize both words.
- **earth, Earth** — Capitalize when used as the proper name of the planet, lowercase for other uses. *The astronauts returned to Earth. He hopes to move heaven and earth. She is down-to-earth. The moon, Earth and sun lined up to create the only total lunar eclipse this year.*
- **e-book** — Read on an *e-book reader* or *e-reader*, or on an *e-reader app*.
- **electronic cigarette** — The term *e-cigarette* is also acceptable. See entry for *vape, vaping*.
- **either ... or, neither ... nor** — The nouns that follow these words do not become a compound subject; the verb agrees with the nearer subject: *Neither he nor **they are** going. Neither they nor **he is** going. Either she or **they are** staying. Either they or **she is** staying.*
- **email** — One word. Use a hyphen with other *e-* terms: *e-business, e-commerce, e-newsletter*.
- **Emeritus, Emerita, Emeriti** — Rank bestowed by Board of Regents on some retired faculty; always capitalize: *Professor Emeritus of arts and sciences, Chancellor Emeritus.*
- **ensure, insure** — Use *ensure* to mean guarantee; use *insure* for references to insurance.
- **entitled, titled** — *Entitled* means to have a right to something; *titled* refers to the name of something: *She was entitled to her opinion. She wrote a book titled My Opinion.*
- **EOE/ADA** — Included on publications in place of the university's full nondiscrimination statement when space is limited. The letters stand for equal opportunity employer and Americans with Disabilities Act.
- **esports** — No hyphen or space. Acceptable in all references to competitive multiplayer video gaming. Capitalize at the start of a sentence or when referring to the UNT Esports team.
- **events** — For recitals, conferences, lectures, etc., list time, date and location in that order: *The program will begin at 8 p.m. July 1 in the University Union Lyceum.*
- **every day** (adv.), **everyday** (adj.) — *They do not go to school every day. It is not an everyday occurrence.*

- **every one, everyone** — Two words when referring to individual items; one word when used as a pronoun for all: *Every one of her friends was in on the joke. She was telling everyone the story.*

F

- **Fall Break, Winter Break** — Uppercase when referring to UNT's weeklong breaks for students during the fall semester.
- **faculty** — Can be singular or plural; however, *faculty members* is preferred for plural.
- **FAQ, FAQs** — Both are acceptable in all uses for *frequently asked questions*.
- **farther, further** — *Farther* refers to physical distance; *further* refers to an extension of time: *She will look further into why they walked farther into the woods.*
- **fax** — *Fax* is short for facsimile and is not an acronym. It should not be all caps. Use *fax*, not *facsimile*, when referring to a copy sent electronically: *The UBSC fax number is 940-369-8763.*
- **fewer, less** — Use *fewer* for individual items, *less* for bulk or quantity: *The trend is toward more machines and fewer people. (People refers to individuals.) She was less than 60 years old. (Years refers to a period of time, not individual years.) Fewer than 10 applicants called. (Individuals.) I had less than \$50. (An amount.) I had fewer than 50 \$1 bills. (Individual items.)*
- **first-generation** — Hyphenate when used as an adjective and when referring to UNT's First-Generation Success Center.
- **fiscal year** — UNT's fiscal year is Sept. 1 through Aug. 31. The number for the fiscal year matches the number for the end of the academic year (fiscal year 2026 is the 2025-26 academic year). Abbreviate as *FY* in charts or on second reference: *The new fiscal year begins as FY26 ends.*
- **flagship (university/institution)** — Acceptable when referring to UNT's Denton campus (including Discovery Park) as an institution within the broader UNT System. *Flagship, flagship institution* and *flagship university* are acceptable: *UNT is the flagship of the University of North Texas System, which includes additional universities in Dallas and Fort Worth.*
- **flier, flyer** — *Flyer* is the preferred term for a person flying in an aircraft, and for handbills: *He used his frequent flyer miles. They put up flyers announcing the show.*

- **flutist** — A person who plays the flute; preferred over *flautist*.
- **follow-up** (n., adj.), **follow up** (v.) — *She will follow up on that question. She has a follow-up question.*
- **foreign names** — For foreign place names, use primary entries in Webster's New World College Dictionary. For personal names, follow the person's preference for an English spelling or, if that can't be determined, use the nearest phonetic equivalent in English. In general, lowercase particles when part of a given name, but capitalize to begin a sentence or to follow a person's preference: *Charles de Gaulle and Vincent Van Gogh have particles in their names. Da Vinci — Leonardo da Vinci — does too.* For names of foreign universities or other institutions, use the English spelling or follow the source's preference.
- **fort** — Do not abbreviate, for cities or for military installations. (**Exception:** *Ft.* is acceptable for social media.)
- **forward** — Not *forwards*.
- **fractions** — Spell out amounts less than 1 in stories, using hyphens: *two-thirds, four-fifths*. Use figures for precise amounts larger than 1, converting to decimals when practical. (**Exceptions:** Web and social media always use figures, separated by a slash.)
- **freshman** — Use as an adjective or a singular noun. Use *freshmen* only as a plural noun: *freshman enrollment; freshman admissions; the freshman class; the class offered to freshmen; an entering freshman; the group of freshmen*. A good way to determine if it should be singular or plural is to plug in another word. For example, we say *transfer* recruitment (not *transfers* recruitment) and *senior* class (not *seniors* class), so we would also use the singular noun *freshman* in those phrases.
- **full time, full-time** — Hyphenate when used as a compound modifier: *She works full time. She has a full-time job.*
- **fundraising, fundraiser** — One word in all cases.

G

- **G. Brint Ryan College of Business** — Use full name on first reference. *Ryan College of Business* and *the business college* are acceptable on subsequent references.
- **game day** — Lowercase unless part of a formal title.
- **GED** — A trademark abbreviation for General Educational Development tests. *GED* should be used as an adjective, not as a noun. Those passing the tests earn a *GED diploma* or *certificate*, not a *GED*.
- **GIF** — Acronym for Graphics Interchange Format, a compression format for images. GIF is acceptable in copy but should be explained. (**Exception:** No explanation needed for social media.)
- **global warming** — Use the term *global warming* when referring to the increase of average temperature around the world. It is one aspect of climate change. Do not use this term as a synonym for *climate change*.
- **grade, grader** — No hyphen in most cases: *a fourth grade student, first grader, she is in the fifth grade*. Do hyphenate if needed to avoid confusion, such as when combined with another ordinal number: *He was the sixth fourth-grade student to win the prize; she is the 10th third-grader to join*.
- **grade point average** — No hyphen; *GPA* is acceptable in all references. *The scholarship requires a GPA of 3.5*. Note that we don't report GPAs of students without their permission.
- **grades** — Use capital letters with no quotation marks: *A, B, C*, etc. Plurals of single letters are made by adding 's: *A's, B's, C's*.
- **graduate** — Correct when used as a noun or as a verb in active voice with the word "from."
Correct: *She is a UNT graduate. She graduated from UNT.* Do **not** drop the word "from" or use in passive voice. **Incorrect:** *She graduated UNT. She was graduated from UNT.*
- **graduate catalog** — Uppercase when preceded by UNT; lowercase when appearing alone. Do not italicize UNT Graduate Catalog.
- **graduation** — The process of being awarded a degree after successfully completing credit hours and other degree requirements. Not interchangeable with *commencement*, which is the

congratulatory ceremony hosted by university officials in which students are publicly recognized.
(See *commencement* entry for other guidelines.)

- **gray** — Not *grey*, except in *greyhound*.
- **Green College** — Uppercase, no quotes. Refers to UNT's sustainability designation by *The Princeton Review*.

H

- **health care** — Two words.
- **height** — Use figures and spell out *inches*, *feet*, *yards*, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns: *He is 5 feet, 6 inches tall; the 5-foot-6-inch man; the basketball team signed a 7-footer*.
- **highway designations** — *U.S. Highway 1, U.S. Route 1, U.S. 1, Route 34*. For Interstate 35, use *I-35, I-35E* or *I-35W*.
- **Hispanic** — Use when referring to a group of people who are from or whose ancestors are from a Spanish-speaking land or culture. Not interchangeable with *Latino*. When possible, ask the person's preference. Many individuals prefer *Latino*, *Latina* or the gender-neutral term *Latinx*; use this and *Hispanic* only when you can't be more specific (Cuban, Mexican American, Puerto Rican), to match ethnic reporting category for statistics or when individuals prefer it.
- **Hispanic-Serving Institution** — Uppercase and hyphenate *Hispanic-Serving*. An HSI is defined by federal law as an accredited, degree-granting public or private nonprofit institution of higher education with a full-time, undergraduate Hispanic student population of at least 25%. As one of seven types of *Minority-Serving Institutions*, HSIs are eligible to apply for federal Title III and V funds. UNT was designated a Hispanic-Serving and Minority-Serving Institution in 2020.
- **historic, historical** — A *historic* event is an important occurrence, one that stands out in history. Any occurrence in the past is a *historical* event.
- **Homecoming** — Uppercase when referring to UNT's Homecoming: *Homecoming game, Homecoming parade, returning for Homecoming*.

- **homeless** — *Unhoused* or *houseless* are the preferred terms when describing individuals without a physical address. *People/person experiencing homelessness* also is acceptable. The term *housing insecurity* is preferred over *homelessness*. Do not use *homeless* as a noun.
- **homepage** — Lowercase, one word.
- **honorary degrees** — All references should specify that the degree was honorary. Do not use *Dr.* before the name.
- **Honors College** — Uppercase *Honors* when used as an adjective in reference to the college: *Honors students, Honors thesis, Honors classes.*
- **hotline** — One word.
- **HTTP** — Acronym for hypertext transfer protocol. Do not include *http* or *https* in web addresses in print or digital communications: *Learn more at compliance.unt.edu*, not *Learn more at https://compliance.unt.edu/*.
- **hyphen** — In general, the fewer hyphens the better, but use to avoid ambiguity or to form a single idea from two or more words: *small-business owners, a well-known saying, socio-economic conditions*. See more in punctuation guide.

I

- **ID** — Abbreviation for *identification*; do not use periods.
- **i.e., e.g.** — Using the words “that is” or “in other words” for **i.e.** and “for example” or “such as” for **e.g.** is preferred. If the abbreviations are used, choose **i.e.** when restating, explaining the meaning of a term or phrase, or giving a complete list: *His first wife, i.e., the wealthy one, was his favorite*. Use **e.g.** when giving an example or an incomplete list of examples: *They’ve visited countries around the world, e.g., Egypt, China, New Zealand*. Do not use **etc.** at the end of a phrase that begins with **e.g.** Both **i.e.** and **e.g.** should be followed by a comma.
- **IM** — Acceptable on second reference for *instant messaging*. Sometimes used as a verb: *IM’d, IM’ing*. (**Exception:** Social media uses on first reference.)

- **include** — Use *include* to introduce a series when the items that follow are only part of the total, and use *comprise* when a full list is given: *The committee comprises the chairs of all departments. The committee's officers include the chairs of English and marketing.*
- **incorporated** — Abbreviate as *Inc.* when used as part of a corporate name; spell out if used alone. Do not put a comma before *Inc.* Can omit on subsequent mentions.
- **Indian** — Used to describe the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for *American Indian* or to refer to *Indigenous* people in the U.S.
- **Indigenous** (adj.) — Capitalize this term used to refer to original inhabitants of a place: *Aboriginal leaders welcomed a new era of Indigenous relations in Australia.*
- **initials** — Use periods and no space when using initials instead of a first name: *H.L. Mencken*
- **Institute of ...** — Uppercase when part of formal name; lowercase when used alone or when not using formal name.
- **internet** — Lowercase. The web is a subset of the internet; the terms aren't interchangeable.
- **intracampus** — One word.
- **intranet** — A private network inside a company or organization, for internal use.
- **iPad, iPhone** — Uppercase I when the word starts a sentence or headline.
- **IT** — Acronym for *information technology*. For general audiences, use **IT** only on second reference. For more technically oriented audiences, IT is acceptable on all references. (**Exception:** Social media uses *IT* on first reference.)
- **its, it's** — *Its* is the possessive form of the pronoun *it*: *The bank closed its doors. It's* is a contraction for *it is*: *It's good to know the difference.*

J

- **Junior, Senior** — Abbreviate *Jr.* and *Sr.* only with full names; do not precede with a comma. To distinguish between a father and son on second reference: *the elder Jones, the younger Jones.*
- **jump-start** — Always hyphenate.

K

- **Keys to Succeed** — Uppercase when referring to the seven tips for student success featured in the Succeed at UNT campaign. Spell out *seven* but do not capitalize: *The seven Keys to Succeed will guide you through your college journey and into your career after graduation.* (**Exceptions:** Marketing and social media may use 7 when space is limited or design necessitates.)
- **kickoff** (n., adj.), **kick off** (v.) — *We will kick off the project during Monday's kickoff meeting.*

L

- **late** — Do not use to describe someone's actions while alive. Wrong: *The late senator opposed the bill* (she was not dead at the time).
- **Latino** — Not interchangeable with *Hispanic*. Often the preferred term for a person from — or whose ancestors were from — a Spanish-speaking land or culture or from Latin America. *Latina* is the feminine form. Some people prefer the recently coined gender-neutral term *Latinx*. Follow individual preference and use a more specific identification when possible: *Cuban, Puerto Rican, Mexican American*.
- **legislative titles** — Use *Rep., Reps., Sen., Sens.* as formal titles before one or more names on first reference. Spell out and lowercase in other uses. Add *U.S.* or *state* before a title only if needed to avoid confusion. Do not use titles on second reference unless part of a direct quote.
- **Legislature** — Uppercase when preceded by name of state or when used alone but referring to a specific state.
- **light, lighted, lighting** — *Lit* is acceptable in past tense.
- **light rail** — Generic term, two words.
- **like, as** — Use *like* as a preposition to compare nouns and pronouns; use *as* to introduce clauses: *Jim spells like a pro. He spells the words as he should.*
- **lists** — Alphabetize if there is no reason for another order. See *AP Stylebook* entry for further guidance.

- **LGBTQ** — Acceptable on first reference as an acronym for *lesbian, gay, bisexual, transgender and queer*. *LBGTQIA+* also is commonly used to include individuals who identify as *intersex, asexual* and *allies*.
- **LinkedIn** — Social media site used primarily for professional networking.
- **livestream, livestreaming** — One word in all uses.
- **login, log in** — One word when used as a noun or adjective, two words as a verb. *Do you remember your login information? He forgot to log in.*
- **long term, long-term** — Hyphenate as a compound modifier: *We will win in the long term. She had a long-term assignment.*
- **long time, longtime** — One word as an adjective: *She has worked here a long time. She's a longtime employee.*
- **Los Angeles** — *LA* is acceptable on second reference.
- **Lucky, the Albino Squirrel** — Only capitalize when using formal name: *Have you seen Lucky, the Albino Squirrel? UNT's albino squirrel, Lucky, was spotted near Willis Library.*

M

- **magazine names** — Italicize. Lowercase *magazine* unless part of the formal name. (**Exceptions:** Social media puts quotes around names as does web for names in headlines and subheads.)
- **majors** — Lowercase unless a proper noun: *She is majoring in economics and English.* (**Exceptions:** Marketing, social media and web uppercase UNT majors, concentrations and programs as well as partial references to departments, schools, divisions: *a Media Arts degree, professor of Music, vice president for Academic Affairs.*)
- **marginalized** — Along with *minoritized*, acceptable when referring to individuals and groups who, as a result of social constructs, have less power or representation compared to other individuals or groups in society due to their race, religious creed, nation of origin, sexuality and/or gender.

- **Marines** — Uppercase when referring to U.S. forces or an individual in a Marine Corps unit: *the U.S. Marines, the Marine Corps, Marine regulations. He is a Marine.* If a generic term is needed, use *troops*, not *soldiers*, which is a term generally associated with the Army. Do not use the abbreviation USMC.
- **Master of Arts, Master of Business Administration, Master of Education, Master of Fine Arts, Master of Journalism, Master of Music, Master of Music Education, Master of Public Administration, Master of Science** — Abbreviate as M.A., M.B.A., M.Ed., M.F.A., M.J., M.M., M.M.Ed. M.P.A., M.S. If the name of the specific degree isn't needed, a *master's degree* or a *master's* is acceptable. Uppercase specific names of degrees; lowercase majors unless they are proper nouns: *a Master of Science in political science.* (**Exceptions:** News lowercases specific degree names and does not use degree abbreviations. Marketing, advertising, social media and web uppercase UNT majors.)
- **Mayborn Graduate Institute** — Acceptable on first reference, use *institute* on subsequent references. (**Exception:** News uses full formal name, *Frank W. Mayborn Graduate Institute of Journalism*, on first reference.)
- **Mayborn Literary Nonfiction Conference** — Acceptable on first reference, use *conference* or *Mayborn conference* on subsequent references.
- **Mayborn School of Journalism** — Acceptable on first reference. Use *Mayborn School* or *school* on subsequent references. (**Exception:** News uses full formal name, *Frank W. and Sue Mayborn School of Journalism*, on first reference.)
- **McConnell Tower** — Use formal name and capitalize when referring to UNT's McConnell Tower, which shines bright with Mean Green pride after athletic victories and for special occasions.
- **Mean Green** — Always use *Mean Green* when referring to UNT athletics teams, never *Eagles*.
- **M.D.** — Use a word such as *physician* or *surgeon* instead of using this abbreviation.
- **Metroplex** — Avoid using. Preferred alternative is *Dallas-Fort Worth area*. A broader term is *North Texas region*.
- **Mexican American** — Acceptable term for an American person of Mexican descent. Follow the person's preference. Match ethnic reporting category when referring to statistics.

- **midnight** — Use instead of 12 a.m.
- **midsemester, midterm** — No hyphens.
- **Military Friendly School** — Uppercase, no quotes. Refers to UNT's designation by *G.I. Jobs* magazine.
- **military titles** — Abbreviate military titles used before a full name on first reference: *Gen. Douglas MacArthur, Sgt. Hans Schultz*. Use last name only on subsequent references. Spell out and lowercase stand-alone titles: *The sergeant knows nothing*. Abbreviations include: *Gen., Adm., Cmdr., Lt., Maj., Col., Capt., Sgt., Cpl., Pvt.*
- **minor** — See entry for *major*.
- **minority** — Avoid using as a noun or adjective. See entry for *minoritized*.
- **minoritized** — Preferred term to identify individuals and groups who, as a result of social constructs, have less power or representation compared to other individuals or groups in society due to their race, religious creed, nation of origin, sexuality and/or gender. *By deepening their understanding of cultural awareness and implicit bias, professors can create a more inclusive and equitable learning environment for minoritized students. Marginalized* also is acceptable.
- **Minority-Serving Institution** — Capitalize all words and hyphenate *Minority-Serving*. A designation given to federally recognized Title IV colleges and universities based on either their historical origin or enrollment criteria (typically the percentage of students from minority populations). Such schools are eligible for federal funding under Title III of the Higher Education Act of 1965. UNT was designated a Minority-Serving and Hispanic-Serving Institution in 2020.
- **months** — When used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* Spell out when using alone or with a year alone. Do not use a comma between only a month and year. Do set off the year with commas when a month, day and year are given: *She joined UNT in September 2016. We had a snow day Nov. 30. The target date of May 15, 2016, is changing. It was Friday, Aug. 13, when the incident occurred, and she had an alibi.*
- **mph** — Acceptable in all references for *miles per hour*.
- **multifactor authentication** — No hyphen in *multifactor*. Avoid abbreviating as *MFA*.
- **musical titles** — See music guide.

- **myUNT** — Lowercase my, uppercase UNT in all instances, including at the beginning of a sentence. No space.

N

- **names** — Full proper name on first reference, last name thereafter. (**Exception:** Social media uses only the first name on second reference in posts referring to students or alumni.)
- **National Institutes of Health** — Abbreviate as *NIH* on second reference. (**Exception:** Social media uses *NIH* on first reference.)
- **National Science Foundation** — Abbreviate as *NSF* on second reference. (**Exception:** Social media uses *NSF* on first reference.)
- **Native American** — Acceptable for Indigenous people of the U.S.; follow the person's preference. When possible, use the name of the specific tribe. Match ethnic reporting category when referring to statistics.
- **Navy** — Uppercase when referring to U.S. forces: *the U.S. Navy, the Navy*. Lowercase the forces of other nations: *the British navy*. Do not use the abbreviation USN.
- **newspaper names** — Italicize and capitalize *The* if in the masthead: *The Dallas Morning News, Denton Record-Chronicle, Fort Worth Star-Telegram, The New York Times*. Add location in parentheses if needed and not part of the name: *The Huntsville (Alabama) Times*. Do not include *The* when used as an adjective: *a Dallas Morning News article, a New York Times reporter*. (**Exception:** Social media may use quotes if it aids in clarity.)
- **neurodiverse, neurodiversity** — *Neurodiversity* is the concept that differences in brain functioning such as autism, dyslexia or attention-deficit/hyperactivity disorder are normal variations. Individuals or groups that exhibit these variations are considered *neurodivergent* or *neurodiverse*, whereas the larger population is said to be *neurotypical*. These are not medical terms. Use *neurodiverse* or *neurodivergent* only when relevant to the story; be specific and defer to individual preference when possible.

- **No.** — Use as abbreviation for *number* with a figure to indicate position or rank: *No. 1 team*, *No. 3 choice*. (**Exceptions:** In some instances, marketing, advertising and social media may use # sign.)
- **non-** — Rules for “prefixes” entry apply, but, in general, do not use a hyphen when forming a compound that does not have special meaning and can be understood if **not** is used before the base word. Do use a hyphen before proper nouns or in awkward combinations, such as *non-nuclear*.
- **nondiscrimination statement** — “The University of North Texas System is firmly committed to equal opportunity and does not permit — and takes actions to prevent — discrimination, harassment (including sexual violence) and retaliation on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity or expression, age, disability, family status, genetic information, citizenship or veteran status in its application and admission processes, educational programs and activities, facilities and employment practices. The University of North Texas System immediately investigates and takes remedial action when appropriate. The University of North Texas System also takes actions to prevent retaliation against individuals who oppose a discriminatory practice, file a charge, or testify, assist or participate in an investigative proceeding or hearing. Direct questions or concerns to the Equal Opportunity and Title IX office, 940-565-2759, or the dean of students, 940-565-2648. TTY access is available at 940-369-8652. EOE/ADA” (May run only EOE/ADA when space is limited, but large publications like the *North Texan* and major recruitment marketing publications run with the full statement.)
- **nonprofit** — No hyphen.
- **noon** — Use instead of 12 p.m.
- **North Texas** — Always use with the word *region* when referring to the region. (In the *North Texan* and other UBSC publications, *North Texas* may be used in historical references to UNT, although *university* is preferred when possible in references from 1961 to 1987, and *UNT* must be used in references since 1988: *She attended North Texas in the 1950s. Her son attended the university in 1972. His children attended UNT in the 1990s.* Avoid using full former names of the university except in stories about the history of the university: *Our name changed to North Texas State Teachers College in 1923. She attended North Texas in 1929.*)

- **numerals** — In general, spell out one through nine and first through ninth except when using in number brags and rankings. Spell out all numerals that begin a sentence except for those that identify a calendar year. Use figures for ages, dimensions, percentages, credit hours, degree numbers, and term length. (**Exceptions:** In most cases, marketing, advertising, web and social media use figures for all numbers.)

O

- **older adult(s), older person/people** — Preferred over *senior citizens*, *seniors* or *elderly* as a general term when appropriate and relevant. It is best used in general phrases that do not refer to specific individuals: *concern for older people*; *a home for older adults*. Aim for specificity when possible: *OLLI at UNT offers learning experiences for adults 50 and better*.
- **on** — Almost never needed with reference to a date, except at the beginning of a sentence: *The party was June 6. On June 6, we celebrated*.
- **on campus, on-campus; off campus, off-campus** — Hyphenate when used as a compound modifier: *He has on on-campus job. She works off campus*.
- **One O’Clock Lab Band** — For this band and the others named for their practice times, capitalize the first *o* and *c* in *O’Clock*. May use *the One O’Clock* on second reference.
- **organizations** — Lowercase internal elements of an organization that are widely used generic terms: *board of directors*, *board of trustees*. Uppercase *UNT System Board of Regents* or *Board of Regents* when it refers to the UNT board; lowercase *regents* and *board* when they stand alone.
- **organizations’ acronyms** — Avoid acronyms unless they are widely known, such as *NAACP*, *NASA* and *NATO*. Consult the *AP Stylebook* for whether an acronym can be used on first reference. Do not put acronyms in parentheses immediately following the full name; use an acronym on subsequent references only if meaning is clear.

P

- **percent** — Use the % sign when paired with a number (no space). For amounts less than 1%, precede the decimal with a zero: *The cost of living rose 0.6%.*
- **people of color (POC)** — Acceptable when necessary in broad references to multiple races other than white: *UNT will hire more people of color. Nine playwrights of color collaborated on the script.* Be aware that many people object to the term for various reasons, including that it lumps together into one monolithic group anyone who isn't white. Be specific whenever possible: *The poll found that Black and Latino Americans are bearing the brunt of the pandemic's financial impact,* not *people of color are bearing the brunt of the pandemic's financial impact.* Do not use *person of color* for an individual. Do not use the shorthand *POC* unless necessary in a direct quotation; when used, explain it.
- **Ph.D., Ed.D., D.M.A., Au.D.** — Do not use after a person's name except when using *North Texan* style for identifying alumni: Mary Smith ('09 Ph.D.). In other cases, say that the person has a doctorate or a doctoral degree in a specific field. (**Exceptions:** News does not include degree abbreviations. Social media may use abbreviations to avoid repetition of *doctoral*. Always include Ph.D. after UNT President Harrison Keller, offset by commas, on first reference: *Harrison Keller, Ph.D., is UNT's 17th president.*)
- **photo, picture** — Use *photo* or photograph (not *picture*) when referring to anything taken with a camera. Use *artwork* when referring to any other visual representation on a flat surface that is drawn, painted or computer-generated, including logos and illustrations: *Share a photo showing us your Mean Green pride! Can you share the artwork for UNT Fall Preview?*
- **plurals, Latin endings** — Latin-root words ending in **-us** change to **-i** in plural form: *alumnus* to *alumni* (*prospectuses*, *syllabuses* are exceptions that have taken on English endings by common usage). Most Latin-root words ending in **-a** change to **-ae** in plural form: *alumna* to *alumnae*, *vita* to *vitae* (*formulas* is an exception). Most ending in **-um** add an **s** in plural form: *memorandums*, *referendums*, *stadiums* (*curricula*, *media* still use the Latin ending).

- **plurals, letters** — To make single letters plural, add 's: *She made all A's and B's*. To make multiple letters plural, add s: *She learned her ABCs*.
- **plurals, names ending in 's'** — To pluralize names ending in **es, s** or **z**, add **es**: *Charleses, Joneses, Gonzalezes*.
- **podcast** — A digital media program in audio or video that can be downloaded or streamed. UNT's official podcast is *Happy Friday, North Texas!* and the hashtag is #HFNT. Italicize podcast names and enclose the titles of specific episodes in quotation marks: *The latest episode of Happy Friday, North Texas!, "Swing for the Fences," previews the upcoming Mean Green softball season.*
- **police** — Lowercase except when referring to the name of a police force: *the UNT Police*.
- **postdoctoral, postgraduate** — No hyphen.
- **pre-** — Rules for "prefixes" entry apply, but in general, use a hyphen if a prefix ends in a vowel and the word that follows begins with the same vowel. Otherwise, follow Webster's New World College Dictionary, hyphenating if not listed there.
- **prefixes** — In general, a hyphen is used: if a prefix ends in a vowel and the word that follows begins with the same vowel (except *cooperate* and *coordinate*); when the word following the prefix is capitalized; or to join double prefixes: *sub-subparagraph*.
- **premier, premiere** — Use *premier* as an adjective to describe something that is first in importance; use *premiere* to describe a first performance: *The college's premier performing group attended the movie premiere.*
- **president** — Uppercase as a formal title before a full name, otherwise lowercase. When referring to UNT President Harrison Keller, use Ph.D. after his name on first reference, offset by commas: *Harrison Keller, Ph.D., is the 17th president of the University of North Texas.* Use *President Keller* on subsequent references.
- **principal, principle** — *Principal* means someone or something first in rank, authority or importance or, in business, the amount of money borrowed in a loan. It can be used as a noun or an adjective: *She is listed as the principal investigator on the research grant.* *Principle* is a noun that means a fundamental truth, law, doctrine or motivating force.

- **prior to** — *Before* is preferred, unless a sense of requirement is involved: *The fee must be paid prior to the exam.*
- **pro-** — Use a hyphen when coining words that denote support for something: *pro-labor*, *pro-business*. No hyphen when *pro* is used in other senses: *produce*, *profile*, *pronoun*.
- **professor** — AP views the term professor as an occupation and therefore lowercase, whether it comes before or after a name: *The award was presented to chemistry professor Jane Doe; Jane Doe, professor of chemistry, received the award.* Uppercase conferred faculty titles such as *Regents Professor*, *University Distinguished Research Professor* and *Professor Emeritus* in all uses. Do not capitalize the department unless it is a formal noun. Do not use *professor* as a title on second reference.
- **pronouns** — Do not assume gender identity; always defer to an individual's preference. For individuals who use **they/them/theirs**, explain in the text that the person prefers a gender-neutral pronoun and use a plural verb: *Taylor said **they** need a new car.* Be sure that the phrasing does not imply more than one person.
- **provide** — Must have a preposition if used with an indirect object: *provide the students with opportunities.* Use without a preposition when there is no indirect object: *provide opportunities.*
- **Pulitzer Prize** — Uppercase *Pulitzer Prize*, but lowercase category names: *He won the Pulitzer Prize for fiction. She is a Pulitzer Prize-winning author.* According to the Pulitzer website, the term *nominee* is reserved for entrants that became nominated finalists, which are selected by juries for each category. Work submitted for consideration but not chosen as a nominated finalist or winner is termed an *entry* or *submission*.

R

- **R1** — Use instead of *Tier One*: *UNT is a Carnegie-ranked R1 public research university.*
- **reference works** — Do not italicize or use quotation marks around the titles of catalogs of reference materials such as university catalogs, almanacs, dictionaries, directories, encyclopedias, gazettes, handbooks.

- **Regents Professor** — Always uppercase. Do not capitalize department unless it is a proper noun: *Regents Professor of biology*; *Regents Professor of Spanish*.
- **Reserve** — Capitalize when referring to U.S. armed forces: *Army Reserve*. Lowercase in reference to members of these forces: *reserves* or *reservists*.
- **rock 'n' roll** — Except for *Rock & Roll Hall of Fame*.
- **Roman numerals** — Use for wars, personal sequence for people and animals, and certain legislative acts: *World War II*, *King George V*, *Title IX*. Use years for Super Bowls, except in formal reference: *1969 Super Bowl*, not *Super Bowl III*.
- **room** — Capitalize when used with room numbers: *Wooten Hall*, *Room 132*. (**Exception:** Social media uses *Rm* due to space constraints.)
- **ROTC** — Acceptable in all references. It stands for *Reserve Officers' Training Corps*. Spell out the service if specified: *Army ROTC*, *Air Force ROTC*.

S

- **SAT** — Do not spell out or use periods.
- **says, said** — Use *says* for quoted material in publications and on social media, not *said*, unless obviously referring to something said at a past event. The use of present tense also applies to attributions with words other than *says*. *"We're doing great," the president said at the State of the University address Sept. 16. "I'm glad to be here," the lecturer told the audience Sunday night.* Use *says* after the person's name, not before, unless further description is needed: *"It's unbelievable," Humperdink says. "I really can't believe it," says Humperdink, who has trouble believing things.* (**Exception:** News uses *said* for quotes.)
- **scholars** — Lowercase in generic references, but uppercase when used with specific scholarships: *Goldwater Scholars*, *Terry Scholars*.
- **seasons** — Lowercase *spring*, *summer*, *fall*, *winter* and derivatives such as *springtime* unless part of a formal name: *Winter Olympics*.

- **semesters** — Uppercase the season when paired with a year or when part of a formal title: *The largest-ever student body enrolled for the Fall 2023 semester. UNT celebrates Founder’s Day during the fall semester.* Always uppercase *Summer Session* and *Winter Session*, with or without a year.
- **set up** (v.), **setup** (n., adj.) — Two words when used as a verb, one word when used as a noun or adjective: *He set up a date for his friend. The date was a setup. The setup couple didn’t mind.*
- **senior citizen(s)** — See entry for *older adults*.
- **shake up** (v.), **shake-up** (n., adj.) — Two words when used as a verb, hyphenated when used as a noun or adjective: *Try not to shake up your boss. The office had a shake-up.*
- **Shared Core Values** — Uppercase the five UNT System values in all instances: Courageous Integrity, Be Curious, We Care, Better Together and Show Your Fire. Uppercase *Shared Core Values* in all instances, but lowercase *values* when used alone: *The UNT System hosted the inaugural Values Summit in April 2024 to celebrate our Shared Core Values and discuss how to build a values-based culture.*
- **should** — Use *should* to express an obligation and *would* to express a customary action: *His mother would tell him he should go to the party.*
- **sign up** (v.), **sign-up** (n., adj.) — Two words when used as a verb, hyphenated when used as a noun or adjective: *You can sign up for lessons on the sign-up sheet.*
- **smartphone** — Lowercase, one word.
- **software titles** — Uppercase but do not use quotation marks around such titles as Windows. Italicize the names of computer games.
- **spokesperson** — *Spokesperson* is preferred over spokesman or spokeswoman.
- **state** — Lowercase in all *state of* constructions: *state of Texas*.
- **state names** — Spell out the names of all states and Puerto Rico if there is space to do so. When space is limited, such as in tabular material (or the class notes and obits sections of the *North Texan*), use the abbreviations below. Use postal abbreviations (in parentheses below) when using a full address and ZIP code. When using a state name after a city, set off with commas: *We traveled to Senoia, Georgia, last spring.* (**Exception:** For X (FKA Twitter), always abbreviate state

names, using postal abbreviations, and do not set off with commas.) See full *AP Stylebook* entry for further guidance.

Ala. (AL)	Alaska (AK)	Ariz. (AZ)	Ark. (AR)	Calif. (CA)	Colo. (CO)
Conn. (CT)	Del. (DE)	Fla. (FL)	Ga. (GA)	Hawaii (HI)	Idaho (ID)
Ill. (IL)	Ind. (IN)	Iowa (IA)	Kan. (KS)	Ky. (KY)	La. (LA)
Maine (ME)	Md. (MD)	Mass. (MA)	Mich. (MI)	Minn. (MN)	Miss. (MS)
Mo. (MO)	Mont. (MT)	Neb. (NE)	Nev. (NV)	N.H. (NH)	N.J. (NJ)
N.M. (NM)	N.Y. (NY)	N.C. (NC)	N.D. (ND)	Ohio (OH)	Okla. (OK)
Ore. (OR)	Pa. (PA)	R.I. (RI)	S.C. (SC)	S.D. (SD)	Tenn. (TN)
Texas (TX)	Utah (UT)	Vt. (VT)	Va. (VA)	Wash. (WA)	W.Va. (WV)
Wis. (WI)	Wyo. (WY)	District of Columbia (DC)		Puerto Rico (PR)	

No state name is needed for cities in Texas or well-known cities that stand alone unless confusion would result (for instance, when referring to Atlanta, Texas, instead of Atlanta, Georgia). Domestic cities that stand alone are:

Atlanta	Baltimore	Boston	Chicago	Cincinnati
Cleveland	Dallas	Denver	Detroit	Honolulu
Houston	Indianapolis	Las Vegas	Los Angeles	Miami
Milwaukee	Minneapolis	New Orleans	New York	Oklahoma City
Philadelphia	Phoenix	Pittsburgh	St. Louis	Salt Lake City
San Antonio	San Diego	San Francisco	Seattle	Washington

- **statewide** — One word.
- **stationary, stationery** — *Stationary* means unmoving; *stationery* refers to writing paper.
- **strategic budgeting** — Always use both words when referring to President Keller's strategic budgeting initiative. Uppercase when using formal names of committees: *Strategic Budgeting Committees, Steering Committee, Technical Committee*. Lowercase *committee* when used alone.
- **student-athlete** — Hyphenate. Athletics prefers use of the full term on all references.
- **sub-** — Rules for prefixes apply, but in general, no hyphen.
- **super-** — Rules for prefixes apply, but in general, no hyphen.
- **suspensive hyphenation** — When using two hyphenated terms with a common element and dropping that element from the first term, add a space after the first hyphen: *The junior- and senior-level courses are the last ones for the 11th- and 12th-graders.*
- **syllabus, syllabuses** — The plural *syllabi* also is acceptable.

- **sync** — Short for *synchronization*. Not *synch*.

T

- **teachers college** — No apostrophe. Also, our first formal name was *Texas Normal College and Teacher Training Institute*.
- **team** — *Team* requires a singular verb, but team names, like *Mean Green*, require a plural: *The team is on its way to victory. The Mean Green have been on a winning streak.*
- **telephone numbers** — Use hyphens: *UBSC's main number is 940-565-2108*. Use area codes in all publications.
- **Texas Academy of Mathematics and Science** — May use *TAMS* on first reference for audiences familiar with the academy. *Science* is singular.
- **that** (conjunction) — May usually be omitted to introduce a dependent clause if it follows a verb of the form *to say*: *The president said he had signed the bill*. It should be used if a time element intervenes: *The president said Monday that he had signed the bill*. It usually is necessary after certain verbs, including *advocate, assert, contend, declare, estimate, make clear, point out, propose* and *state*. It is required before dependent clauses beginning with conjunctions such as *after, although, because, before, in addition to, until* and *while*.
- **that, which** (pronouns) — Use *that* and *which* in referring to inanimate objects and to animals without given names. Use *that* for essential clauses, *which* for nonessential clauses. In other words, if you set the clause off with commas, use *which*. If the clause is necessary for full understanding, use *that*: *She had a question, which was not unusual. He had a question that could not be answered.*
- **theater, theatre** — Generally, *theatre* is the art, whereas *theater* is the place. Use *theatre* to be consistent with the spelling of UNT's department and major but match the spelling in proper names: *the Department of Dance and Theatre, a theatre student, the Lyric Theater, the University Theater*.

- **their, there, they're** — **Their** is a possessive pronoun. It must agree in number with the antecedent: *The students earned their degrees. The student earned her degree.* (**Exception:** For gender-neutral pronouns, see entry for *pronouns*.) **There** is an adverb indicating direction, or a pronoun in impersonal constructions in which the real subject follows the verb: *They work up there on the volcano where there is lava flowing.* In general, avoid impersonal constructions for stronger writing: *One day remains*, rather than *There is one day remaining*. **They're** is a contraction for they are: *They're getting hotter by the minute.*
- **Third World** — Avoid this term. Use *developing nations* instead.
- **3D** — No hyphen.
- **Tier One** — Do not use. Use *Carnegie-ranked R1* or *Carnegie R1* instead: *UNT is a Carnegie-ranked R1 public research university.*
- **times** — Indicate times as 4 p.m., not 4:00 p.m.; use *noon* and *midnight*, not 12 p.m. or 12 a.m. When referring to a range of times, use *from* and *to* together or use a hyphen (no spaces): *The class is from 8 to 9 p.m. The class meets 8-9 p.m. Mondays.*
- **titles** — In general, uppercase titles before names; lowercase after names or when they stand alone: *The deans quit talking when Vice President Kamala Harris entered the room. She was vice president of the United States.* Set off with commas: *Kamala Harris, vice president of the United States, entered the room.* Also see *composition titles, courtesy titles.* (**Exceptions:** Marketing and social media uppercase areas within titles: *John Doe, professor of Chemistry.*)
- **toward** — Not *towards*.
- **trademark statement** — “The UNT System and the University of North Texas are the owners of all of their trademarks, service marks, trade names, slogans, graphic images, music, photography and videography, and they may not be used without permission. If you have questions about using any of this material, please contact the UNT Division of University Brand Strategy and Communications at 940-565-2108.”
- **T-shirt** — Uppercase *T*. Acceptable to use *tee* on subsequent references.
- **20-something** — Do not spell out 20.

U

- **undergraduate catalog** — Uppercase when preceded by UNT, lowercase when appearing alone. Do not italicize.
- **underway** — One word.
- **United States** — *U.S.* is acceptable on first reference. Use periods within texts. In headlines, it's *US* (no periods). No periods in *USA*.
- **university** — Uppercase when part of formal name: *University of North Texas*. Lowercase when used alone, even when referring specifically to UNT: *The university will be closed on Friday. The legislation making UNT a university was signed in 1961.*
- **University of North Texas** — Spell out on first reference in copy for external audiences that might not be familiar with the university (such as *UNT Research* and news releases). Use *UNT* after first reference. (In the *North Texan*, *North Texas* may be used where appropriate in historical references to the school.)
- **University Union** — Proper name for UNT's building on first reference. May use *Union* on second reference.
- **university-wide** — Use hyphen.
- **UNT Athletic Hall of Fame** — Not *Athletics*.
- **UNT Battle Flag** — Capitalize and use the full formal name when referring to UNT's trademark green version of the Texas flag.
- **UNT President Harrison Keller, Ph.D.** — Use full name, title, and degree on first reference in external copy, *Keller* thereafter. The word *president* is lowercase in stand-alone references.
- **UNT System** — Use *system* after first reference. Other system institutions are UNT Dallas and UNT Health Fort Worth. Use *UNT Health* after first reference.
- **UNT System Chancellor Michael R. Williams** — Use full name and title on first reference, *Williams* thereafter. The word *chancellor* is lowercase in stand-alone references.
- ***U.S. News & World Report*** — Use ampersand in title.

V

- **values** — When referencing the UNT System values across the entire enterprise, use *Shared Core Values*. When referencing the values in relation to a specific institution (i.e., UNT Denton), *our values* is acceptable. See entry for *Shared Core Values*.
- **vape, vaping** — Inhaling vapor from an *electronic cigarette* or other *vaping device* (not *vape device*). See entry for *electronic cigarette*.
- **versus** — Spell out in ordinary writing: *It's good to prepare ahead of time for a presentation versus winging it the day you come to class*. In short expressions, *vs.* is permitted: *It was girls vs. boys at recess*. For court cases, use *v.*: *Brown v. Board of Education*.
- **vice president** — No hyphen. Lowercase unless used as a title before a name.
- **videoconference, videoconferencing** — One word.
- **virtual reality** — A computer-generated simulation of an interactive, three-dimensional environment. *VR* is acceptable on second reference. (**Exception:** Social media uses *VR* on first reference.)

W

- **web** — Lowercase except in the phrase *World Wide Web*.
- **web addresses** — In stories, use the name of the website rather than the web address: *Facebook*, not *Facebook.com*. Use *.com* only if it's part of the legal name. When using web addresses, follow the spelling and capitalization of the website owner. In text, do not include *http://* and do not include *www* if the website can be accessed without it. Italicize web addresses in body copy of print collateral (never in web or email copy). Do not italicize a standalone URL in display copy (unless there is a design exception). If an address breaks between lines, break after a slash or a dot, without inserting a hyphen. If the address falls at the end of a sentence, use a period. (**Exceptions:** In web copy, do not use a period after a URL at the end of a sentence. In email copy, use a period after a URL at the end of a sentence but do not include it as part of the hyperlink.) For more guidance on hyperlinks and linked text, see web content guide.

- **webpage** — One word.
- **website** — One word.
- **weeklong** — One word.
- **weight** — Use figures and spell out *pounds, ounces*. Hyphenate adjectival forms before nouns: *The baby weighed 9 pounds, 7 ounces. She had a 9-pound, 7-ounce boy.*
- **wellbeing** — One word. No hyphen.
- **where** — Do not use *where* for *in which*: *That's the chapter in which Harry goes to school.*
- **who, whom** — Use *who* when referring to human beings and to animals with a name: *The person who is in charge*, not *The person that is in charge*. **Who** is grammatically the subject (never the object) of a sentence, clause or phrase: *The woman who rented the room left the window open*. **Whom** is used when someone is the object of a verb or preposition: *The woman to whom the room was rented left the window open*.
- **Wi-Fi** — For wireless networking standards.
- **workforce** — One word.
- **workplace** — One word.
- **work-study** — Always hyphenate, whether used as a noun or adjective.

Y

- **years** — Shorten to two digits only for academic years, seasons or graduation years: *The 2025-26 basketball season coincides with the 2025-26 school year. Jane Doe ('07) attended from 2002 to 2007*. When using years with full date, set off with commas: *They thought Jan. 30, 2016, was a good day*.
- **Yucca** — Italicize. Name of the yearbook from 1907 to 1974. Available online at *texashistory.unt.edu*. The first yearbook was *The Cotton-tail*, published in 1906. After the *Yucca* came senior books called *Wings* from 1977 to 1980. Then the *Aerie* yearbook was published from 1982 to 2007. UNT no longer publishes a yearbook.

Z

- **ZIP code** —Do not put a comma between the state postal abbreviation and ZIP code in addresses. Use the plus-four on ZIP codes when possible.

UNT COLLEGES, SCHOOLS, ACADEMIC DEPARTMENTS

- **G. Brint Ryan College of Business**
(*Ryan College of Business* and *the business college* are acceptable on subsequent references.)
 - Department of Accounting
 - Department of Finance, Insurance, Real Estate and Law
 - Department of Information Technology and Decision Sciences
 - Department of Management
 - Department of Marketing
 - Department of Supply Chain Management
- **College of Applied and Collaborative Studies**
 - Department of Multidisciplinary Innovation
- **College of Education**
 - Department of Counseling and Higher Education
 - Department of Educational Psychology
 - Department of Teacher Education and Administration
- **College of Engineering**
 - Department of Biomedical Engineering
 - Department of Computer Science and Engineering
 - Department of Electrical Engineering
 - Department of Materials Science and Engineering
 - Department of Mechanical Engineering
- **College of Information**

- The Anuradha and Vikas Sinha Department of Data Science
- Department of Information Science
- Department of Learning Technologies
- Department of Linguistics
- **College of Liberal Arts and Social Sciences**
 - Division of Humanities
 - Department of English
 - Department of History
 - Department of Philosophy and Religion
 - Department of World Languages, Literatures, and Cultures
 - Lab for Engaged, Applied, and Public Humanities (LEAPH)
 - Division of Social Sciences
 - Department of Anthropology
 - Department of Economics
 - Department of Geography and the Environment
 - Department of Political Science
 - Department of Psychology
 - Department of Sociology
 - Division of Communication, Media and Performance
 - Department of Communication Studies
 - Department of Dance and Theatre
 - Department of Media Arts
 - Department of Technical Communication
 - Frank W. and Sue Mayborn School of Journalism
 - School of Applied Liberal Arts
 - Integrative Studies Program
 - Latin/Mexican American Studies Program
 - LGBTQ Studies Program

- Women's and Gender Studies Program
- **College of Merchandising, Hospitality and Tourism**
 - Department of Hospitality, Event and Tourism Management
 - Department of Merchandising and Digital Retailing
- **College of Music**
 - Division of Composition Studies
 - Division of Conducting and Ensembles
 - Division of Instrumental Studies
 - Division of Jazz Studies
 - Division of Keyboard Studies
 - Division of Music Education
 - Division of Music History, Theory, and Ethnomusicology
 - Division of Vocal Studies
- **College of Public Affairs and Health Sciences**
 - School of Health Sciences
 - Department of Audiology and Speech-Language Pathology
 - Department of Behavior Analysis
 - Department of Kinesiology, Health Promotion and Recreation
 - Department of Rehabilitation and Health Services
 - Kristin Farmer Autism Center
 - School of Public Affairs
 - Department of Criminal Justice
 - Department of Emergency Management and Disaster Science
 - Department of Public Administration
 - Department of Social Work
- **College of Science**
 - Department of Biological Sciences
 - Department of Chemistry

- Department of Data Analytics and Statistics
- Department of Mathematics
- Department of Physics
- **College of Visual Arts and Design**
 - Department of Art Education
 - Department of Art History
 - Department of Design
 - Department of Studio Art
 - Galleries:
 - CVAD Gallery
 - Cora Stafford Gallery
 - Paul Voertman Gallery
 - Onstead Institute
 - Formal name: Jo Ann (Jody) and Dr. Charles O. Onstead Institute for Education in the Visual Arts and Design
 - Texas Fashion Collection
- **Honors College**

MUSIC GUIDE

- Pieces named after a generic form are capitalized, not italicized:

Beethoven's Sonata in E major

Rachmaninoff's Piano Concerto No. 3

- Titles in a foreign language are italicized, and are downstyle. If the title is translated into English, the translated title appears immediately following, in parentheses, in quotes, not italicized, also in downstyle:

Debussy's *Bunnies sous la pluie* ("Bunnies in the rain")

- For pieces that have English titles, style depends on the length of the piece (similar to a short story versus a novel). Longer pieces take italics, shorter pieces take quotes:

Lots and Lots of Bunnies in the Rain

"Only a Very Few Bunnies in the Rain"

- Many piano works are split into movements (much like chapters in a book). When referring to a particular movement, it is capitalized, not italicized:

The Allegro of the sonata

- Many piano works also are numbered. The standard abbreviations are "No." "Op." and "K." As in:

Mozart's Piano Concerto No. 24 in C minor, K. 491

Schumann's Piano Quintet in E-flat major, Op. 44

- Works also are identified by the key they're in. The letter is uppercase, the "major" or "minor" is lowercase.

E major, E-flat major, E-flat minor

(see "composition titles" and "music" in *AP Stylebook*)

PUNCTUATION GUIDE

brackets

- In general, do not use **brackets**.

bullets

- *Consistency within a bulleted list:* Try to make all items either complete sentences or phrases, one or the other. Also make them grammatically parallel — for instance, if one starts with a verb, all should start with a verb. If the list is introduced by an incomplete sentence, each item should complete the sentence grammatically. In general, capitalize the first word of each item.

- *Punctuation:* In most publications, if the items in a bulleted list are complete sentences, use ending punctuation after each item (period, question mark, etc.). If the items are phrases, do not use ending punctuation.

- In formal uses, such as for legislative materials, if the items in a bulleted list complete a sentence begun in the introduction and have internal punctuation, begin the items with a lowercase letter, use semicolons between items and use a period on the last item.

Examples:

The goal is to:

- Be consistent
- Make grammar parallel

We have the following goals:

- Writers should make all items either phrases or complete sentences — not both.
- Each item should have the same grammatical structure. For instance, “consistency” and “make grammar parallel” are not parallel. “Be consistent” and “make grammar parallel” are parallel.

commas

- Do not use a **comma** before *and* in a series except for: clarity; if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast*; or for

a complex series of phrases: *The main points to consider are whether the recruits are skillful enough to qualify, whether they have the stamina to endure the training, and whether they have the proper mental attitude.* (**Exception:** Serial commas are standard practice for all copy in the president's voice.)

- Do not use a **comma** between last name and *Jr.* or *Sr.*
- Do not use a **comma** after **month** if no date is indicated (June 2016), but use a **comma** before and after year if full date is given (June 14, 2016, was ...).
- Do not use a **comma** before *Co., Inc., Ltd.*
- Use **commas** to set off nonessential clauses or phrases: *His wife, Jan, went to dinner.* He has one wife. *His daughter Nora had already eaten.* He has more than one daughter.

dashes

- Put one space before and after an **em dash** (—). (To create an em dash on a PC, press the ctrl, alt and minus keys, or press the alt key while typing 0151. On a Mac, press the option, shift and minus keys.)

emphasis

- Use **commas** to show information that complements the thought.
- Use **em dashes** (—) to separate extra information or mark a break in a sentence. Do not use en dashes (–).
- Use **parentheses** to de-emphasize information: *He made rules (see page 5).* Use sparingly.

footnote(s)

Characters to be used in series after single asterisk (in this order):

- Double asterisk (**)
- Dagger (†)
- Double dagger (‡)
- Section mark (§)
- Parallels (||)

- Octothorpe (#)
- Pilcrow (¶)

hyphens

- Do not use a **hyphen** in vice president.
- Do not use a **hyphen** between adverbs ending in “**ly**” and adjectives they modify, *an easily remembered rule*, but generally, hyphenate compound modifiers, *black-and-white photo*.
- Put a space after the first **hyphen** when using suspensive hyphenation:
She received a 10- to 20-year sentence.

periods

- Use **periods** for Ph.D., B.A., M.A., etc.
- Put only one space after a **period** (or other punctuation) at the end of a sentence.

quotation marks

- When using **quotation marks** in headlines or other boldface or display copy, use single quotes rather than double quotes.
- Periods and commas always go inside ending **quotation marks**; all other punctuation only goes inside quotes if it is part of the quote: *He asked, “What do you want?” Did you hear her say, “I’m going home”?*

semicolons

- In a series with items that are long or require commas within, use **semicolons** instead of commas, including one before the final *and* in the series: *The resort included spacious rooms; long, winding nature trails; and a huge pool, which was hard to tear ourselves away from when the time came.*
- When used after quotes, place the **semicolon** outside the quotation marks.

slashes

- Try to avoid using a **slash** (/) if something else will work, unless it is used in an acronym or in the official name of a course, department or title.

SOCIAL MEDIA GUIDE

This guide is a supplement to the full UNT Styleguide, which is based on the *AP Stylebook*. It highlights key rules that apply specifically to social media or come up frequently on Facebook, X (FKA Twitter) and Instagram.

Important Guidelines to Remember:

- When sharing messages, always reference another account by **tagging** (if appropriate and available), including a person's name, a corporation, an organization or a brand.
- Use imagery — such as a photo, infographic or video — with all posts.
- Use an image description or alt text with each image.
 - Example: Portrait of President Keller.
- When tagging other accounts on X, do not also name that person.
 - **Good:** We love the new album by #UNT alumnus @BobJones.
 - **Bad:** We love #UNT alumnus Bob Jones' new album! @BobJones
- When the name does not match the handle, use the individual's name with the handle or tag in parentheses.
 - On **Instagram story**, use the name but also tag the account somewhere on the image in a discrete place.
 - For a **native Instagram post**, tag the handle on the photo and use the name in the post caption.
- Do not begin X posts with a handle. Do not begin a post with a hashtag on any platform.

@

Do not treat @ as part of the copy: *Had a wonderful time speaking to the aspiring media professionals in Hank's class at @UNTsocial.*

acronyms

On Facebook and Instagram, do not automatically use an acronym unless the meaning is clear or the organization can be tagged using this acronym; use acronym on subsequent references only if the meaning is clear. On X, an acronym may be needed due to limited space.

ampersand (&)

On X, an ampersand can be used to save characters. Otherwise, it is not used in place of **and** unless it is part of a formal name or composition title.

artwork titles

Use quotes instead of italics.

capitalization – ALL CAPS

Use all caps to convey excitement, but also note that all caps can mean shouting so use with discretion.

courtesy titles

Use **Dr.** for faculty members only in direct quotes or to indicate an M.D. degree. Use Assistant Professor, Associate Professor, Adjunct Professor or Professor before or after the person's name (lowercase if after). Also uppercase department names when used in titles: *Chemistry Professor John Doe*. Use only the person's last name on second reference.

departments

Capitalize department names in titles for UNT faculty or administrators: *John Doe, professor of Geography*.

direct message, DM

DM is acceptable on first reference. Can also be used as a verb: *to DM someone*.

handle

This string of characters, with no spaces and beginning with @ on a social network, acts as the subject's username or personalized URL. Using a handle in a social media post will link the post to the individual/company/brand social media account. In stories, write the handle as it would appear on a social network: *Mention @NorthTexan to enter the contest*.

hashtag

This string of characters, with no spaces and beginning with # in a social network post, conveys the subject so it can be easily found by users interested in that subject. Using a hashtag associated with a movement or cause could be interpreted as a sign of support, so use only if the hashtag itself is the subject of the post. In stories, write the hashtag as it would appear on a social network: *The #Jan25 hashtag was credited with spreading support for the Egyptian uprising in its early days. (Note: Hashtags cannot contain punctuation or special characters. For example, #Jan.25 will not work; it will appear as #Jan.)*

- **Regularly used hashtags:** #UNT, #UNT26, #MeanGreenFriday, #UNTbound, #UNTproud, #UNTgreen, #GoMeanGreen, #GMG, #UNTfamily, #MeanGreenFamily, #MeanGreenPride, #PetsOfUNT, #UNTabroad
- **Special event hashtags:** During certain times of the year, include hashtags for events such as orientation, Homecoming, Admitted Students Day and UNT Preview. *Examples: #UNTHomecoming, #UNTHC23.*
- **Creating and using hashtags:** The standard format is capital "UNT" followed by lowercase "other word(s)." *Example: #UNTalum.*
- Use **camel case** for accessibility on hashtags with two or more words. *Example: #MeanGreenPride*

italics

Due to an inability to control formatting, italics cannot currently be used on social media. Put items that would otherwise be italicized in quotation marks.

magazine names

Put quotes around the names of magazines.

majors

Uppercase in all UNT instances. Also uppercase for majors associated with other universities out of respect when also referencing UNT majors.

- *She is a UNT student majoring in Economics and English.*
- *She is a UNT student majoring in English. She plans to attend UTA for graduate school, majoring in Economics.*

names

Use full proper name on first reference. When posting about students or alumni, it is acceptable to use only the first name on second reference. Always check to see if the person named has a social media account that can be tagged. For professors and administrators, use last names on second reference.

newspaper names

Put quotes around newspaper names.

numerals

Use figures for all numbers, including 0-9 unless the number begins a sentence, then spell out. For fractions, always use figures, separated by a slash: 2/3, 4/5.

percent

Never spell out percent; always use the % symbol.

podcasts

Put quotes around podcast episode titles. Do not stylize podcast names.

programs

Uppercase UNT majors, concentrations and programs as well as partial references to departments, schools and divisions: a Media Arts degree, professor of Music, Student Affairs.

punctuation

Use a colon and space before a link unless you are using a question mark or exclamation point: *Learn more: unt.edu.* Use only one exclamation point to signal excitement.

repost

On X (FKA Twitter), sharing a post by someone else with your followers. Use *repost* to request content sharing: *Repost if you love #UNT!*

state names

Abbreviate a state name, the District of Columbia and Puerto Rico with postal abbreviations and use no commas.

AL	FL	KY	MO	NC	TN	WY
AK	GA	LA	MT	ND	TX	DC
AZ	HI	ME	NE	OH	UT	PR
AR	ID	MD	NV	OK	VT	
CA	IL	MA	NH	OR	VA	
CO	IN	MI	NJ	PA	WA	
CT	IA	MN	NM	RI	WV	
DE	KS	MS	NY	SC	WI	

URLs

Use punctuation after web addresses. Use shortened links when possible.

WEB CONTENT GUIDE

This guide is a supplement to the UNT Styleguide, which is based on the *AP Stylebook*. It highlights key rules that apply specifically to web content or come up frequently on UNT webpages.

ampersands [&]

Never use an ampersand in a headline that will cause the page's URL to break. If a site's content management system uses headlines to create a page's URL, do not use an ampersand, apostrophe, quotation marks or other punctuation.

Only use ampersands in page headlines and site navigation when it will not break the URL code, and never use them in running text. The only exception should be if the ampersand is part of the formal title of a published work or of a department/organization.

Contact Us

When providing contact information on a UNT web page, follow this format:

Department or program name

Street address

City, State Zip Code

Phone: 972-972-9729

Email: example@unt.edu

contractions

To improve readability and avoid an overly formal tone, contractions are generally used in UNT web content.

days vs. dates/event

Avoid describing dates with relative terms such as today, tomorrow, next quarter, last year or soon so content doesn't have to be updated when the relative date is no longer correct. Use absolute dates without the two-letter superscript: *March 25* **not** *March 25th*.

file extensions

If a link takes users to any type of file other than a web page (most commonly a PDF), indicate that in the linked text. Either put "(PDF)" at the end of the linked text or, to link to a PDF version of web page copy, use "Print-friendly version."

images

Always include alt text when embedding an image on a webpage. Avoid embedding images that have copy on them, such as flyers or infographics. It is best practice to share critical information via copy on the page, but if a flyer or infographic must be embedded, include critical information in the alt text.

links

Avoid exposed URLs. Instead, hyperlink words or phrases to that URL — this is called “embedding the link”: See our [commencement schedule](#). NOT *See our commencement schedule by visiting <https://commencement.unt.edu/spring-schedule>*.

Linked text should always be a noun or call to action (CTA) that specifically describes the content of the page you’re linking to. **Never use “click here” for a link:** *For more information, see our [commencement schedule](#)*. NOT *[Click here](#) to see our commencement schedule*. A period should appear at the end of a sentence that is linked, but the period should **not be** linked.

When hyperlinking text, don’t include the spaces or punctuation before the first word or after the last word: See our [commencement schedule](#). NOT *See our [commencement schedule](#)*. Always make sure linked text displays underlined and in a different color than regular copy. Unlike the style for print vehicles, links or embedded URLs should not be italicized.

links and punctuation styling

In email and web copy, the punctuation following a link (whether embedded or an exposed URL) should match the style of the text preceding the link, NOT the link itself. Examples:

- Mark your calendar for [Fall Commencement 2021](#).
 - Period after embedded link is not green
- Don’t forget to **mark your calendar for** [Fall Commencement 2021](#).
 - Period after embedded link is not green but is bold to match bolded phrase before the link

lists

Use bullets for lists of non-sequential items (such as degree programs or event highlights). Use numbers for lists of sequential items (such as directions or steps in the registration process).

page headings and subheads

The page heading is typically displayed as the title of the page using an h1 or h2 tag. Use subheads to break up long pieces of text. Subheads should be nested in descending order. For example, if

your page heading uses an h2 tag, then all subheads should be h3 tags. If any of those subhead sections require subheads within them, they should be h4 tags. Headings and subheads should be written in either title case or all-caps, but the styling should be consistent throughout a given site.

news headlines and subheads

Used for stories or articles; not the same as page headings. Only the first word and proper nouns should be capitalized in UNT headlines. Use subheads to break up long pieces of text. Subheads within a story or article should follow the same capitalization rules as headlines.

PDFs

Avoid providing information exclusively via PDF. Instead, recreate PDF information in the copy of a webpage and then link to the PDF as a “Printer-friendly version.” Ensure PDFs are optimized for accessibility before uploading them to your website.

percent

Use the percent symbol (%).

‘under construction’ pages

Placeholder pages containing nothing but text such as “Page under construction” or “Information to come” should not be published. Wait until the content is available to publish these pages.

URLs in copy

Don’t spell out a URL in page text. Instead, make words into a link that links to that URL — this is called “embedding the link.” For example: See our [*commencement schedule*](#). **NOT** See our commencement schedule by visiting <https://commencement.unt.edu/spring-schedule>. Do not italicize links or web addresses in web copy. (**Exception:** In situations where a URL is required for emphasis, do not include *https* or *www*: *Learn more at compliance.unt.edu.*)

PHOTOGRAPHY GUIDE

Photography is a key element to defining our brand. Decisions about the use of photography in communication — including what's in the image, how it's cropped and where it's placed — must be strategic and reinforce the message hierarchy.

Photography Usage Guidelines

All photographs created by UBSC are the property of UNT and are available for non-commercial use by UNT's students, faculty, staff and with prior approval of off-campus media outlets and publications. University colleges, schools and departments are typically granted photo usage for publications that directly promote the university and that comply with UNT's branding policies and guidelines.

Any use of UNT staff-created images should be credited as "UNT Photo/Photographer's Name" or "University of North Texas Photo" in all print and electronic publications.

Prohibited Uses of UNT Photography

University photography may not be:

- Used for commercial gain
- Sold in part or in total
- Made into photo illustrations
- Provided to third parties (internal and external) without explicit approval by UBSC

Prior approval from UBSC is required before any photograph is digitally altered in a manner that changes its editorial representation. Normal cropping is not considered to be an alteration however creative cropping may change the viewer perception. When cropping, keep the modified version true to the intent of the original photograph.

Lower Thirds for Videos

For video lower thirds, the name of the person speaking should be bold and on the first line, with their title and area/classification on the second line. A third line should be used to separate title and area/classification only if the title and area/classification text are too long. All words should be uppercased. In alumni lower thirds, use an apostrophe, not a straight quote, before the grad year (see *apostrophe* entry). URLs and calls to action can be styled in accordance with the video's creative direction.

Jane Doe

Senior, Biological Sciences

Jane Doe

Freshman, Biological Sciences

Joe Doe

Master's, Biological Sciences

Jane Doe

Doctoral, Biological Sciences

Joe Doe

Doctoral Candidate, Biological Sciences

Jane Doe

Master's, Biological Sciences

International Student

Joe Doe

M.B.A. in Sport Entertainment Management

International Student

Harrison Keller, Ph.D.

President, University of North Texas

Faculty Member

Associate Professor, Materials Science and Engineering

Faculty Member

Assistant Professor and Department Chair

Materials Science and Engineering

Administrator Name

Dean, College of Visual Arts and Design

Staff Member

Director of Creative Services, University of North Texas

Staff Member

Assistant Director of Photography and Video
University of North Texas

Alumni Name (grad year)

Title/Position

Company

Examples:

Jane Doe ('88, '07 M.S.)

Senior Copywriter
The Richards Group

Jane Doe ('88, '07 M.S.)

B.A. in Education
Concentrations in English and Journalism

Joe Doe ('02)

B.A. in Journalism
Concentration in Public Relations