SUNY Plattsburgh
Graphic Communications
Policy & Style Guide

Marketing Department
and
Institutional Advancement

Updated December 18, 2017
1.0  **Purpose**

The SUNY Plattsburgh Graphic Communications Policy and Style Guide is a comprehensive resource for designing, printing or producing communication materials using the SUNY Plattsburgh identity. This policy allows our look and feel to be streamlined and consistent, resulting in a stronger and more effective overall identity.

2.0  **Revision History**

<table>
<thead>
<tr>
<th>Date</th>
<th>Version</th>
<th>Change</th>
<th>Ref Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/18/2017</td>
<td>1.0</td>
<td>New Document</td>
<td></td>
</tr>
</tbody>
</table>

3.0  **Units and Persons Affected**

All employees and third party vendors using the SUNY Plattsburgh identity.

4.0  **Policy**

This policy is designed to help all members of the campus community better understand SUNY Plattsburgh’s core symbols and their appropriate use. In the following pages you will find guidelines for using the College seal, wordmark, mascot logo and editorial procedures. These logos serve as readily identifiable symbols that reinforce the SUNY Plattsburgh name and give a sense of unity to our publications, letterhead, website, merchandise and other forms of communication. These standards have been created to assist the offices and departments campus-wide in strengthening the SUNY Plattsburgh message and graphic identity.

5.0  **Responsibilities**

This policy is developed and maintained by both the Marketing Department and Institutional Advancement. These two offices use the SUNY Plattsburgh identity in publications, recruitment and campaign materials on a regular basis.

6.0  **Procedures**

Please read the following pages for the full procedure regarding the SUNY Plattsburgh graphic standard guidelines.
The following guidelines are a comprehensive resource for designing, printing or producing communication materials using the SUNY Plattsburgh brand.

With your assistance, we can ensure that all communication from our institution is integrated and consistent – making each individual component, and our marketing efforts as a whole, stronger and more effective.

Plattsburgh’s marketing materials include the official SUNY Plattsburgh logos, color palette and graphic elements to enhance, but not detract from, it’s messaging. This means limited copy, bold headlines and generous use of large color blocks and white space.

All SUNY Plattsburgh communication materials must follow these standards.

THANK YOU FOR YOUR HELP. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:

Catherine Keleher
Director of Marketing
518-564-4049
cjenn006@plattsburgh.edu

Aubrey Bresett  Sarah Richard
Director of Advancement Communications  Associate Creative Director of Advancement Communications
518-564-3095  518-564-2054
hunt6542@plattsburgh.edu  repa1811@plattsburgh.edu
The college seal should not be used as a general logo. It is an official mark of the institution. It should be used rarely and primarily in instances of official, presidential or formal communications, like diplomas, transcripts, official records, legally binding documents, materials issued at the executive level and materials issued by the Office of the President.

Campus communicators must also observe the same rules of usage for the seal as with the college logo.
SUNY PLATTSBURGH LOGO USAGE AND TREATMENT

Consistent adherence to logo standards is vital in establishing SUNY Plattsburgh’s identity. Only college-affiliated departments, programs or organizations may use the college logo. Use is strictly controlled and must not be used on any third-party materials or collateral without explicit permission. Please contact Sarah Richard or Jennifer Aguglia with any questions.

BASIC LOGO RULES

1. Do not reconstruct the logo or any of its elements.
2. Do not alter the proportions of the logo. Each element has been precisely arranged and is to be kept to the same size and proportion.
3. There should be a minimum of 1/8” of white space around the logo.
4. Never use the logo in text. In text, use the words “SUNY Plattsburgh.”

GENERAL LOGO INFORMATION

The logo should print in either PMS 186 C, black or white.
The updated logo was designed to be simple, distinctive and modern. Based on our very own Burghy font, our SUNY Plattsburgh logo is custom crafted to more closely align with our athletic branding, including using a consistent color palette and fonts across the institution.

Black and PMS 186 C versions of the logo should only print on a white background.

For occasions when the SUNY Plattsburgh logo needs to print over a color, please use these versions.
The State University of New York Plattsburgh wordmark uses Linotype’s Avenir, a font that has been a part of the SUNY Plattsburgh brand for over a decade. The wordmark comprises unique typographic characters. It cannot be accurately reproduced with any other typeface and should not be modified in any way.

Black and PMS 186 C versions of the wordmark should only print on a white background.

For occasions when the SUNY Plattsburgh wordmark needs to print over a color, please use these versions.
The SUNY Plattsburgh Branch Campus located in Queensbury, N.Y., has its own versions of the updated logo, which follow the same guidelines as the main campus versions.

Black and PMS 186 C versions of the logo should only print on a white background.

For occasions when the SUNY Plattsburgh logo needs to print over a color, please use these versions.
The SUNY Plattsburgh Branch Campus located in Queensbury, N.Y., has its own versions of the updated wordmark, which follow the same guidelines as the main campus versions.

Black and PMS 186 C versions of the wordmark should only print on a white background. For occasions when the SUNY Plattsburgh wordmark needs to print over a color, please use these versions.
SUNY Plattsburgh has approved wordmarks for use by academic schools, departments and administrative offices. They can be used on printed marketing materials and on the web to provide clear emphasis on the sub-brands while demonstrating their affiliation to the college. Do not create additional department or administrative wordmarks or logos without first seeking approval from the Office of Marketing.

**STATE UNIVERSITY OF NEW YORK PLATTSBURGH**

**SUPPLY CHAIN MANAGEMENT & INTERNATIONAL BUSINESS**

**ONE-COLOR USAGE**

PMS 186 C

**BLACK-ONLY USAGE**

BLACK

**MINIMUM SIZE**

1.5”

**DEPARTMENT LOGOS**

These SUNY Plattsburgh wordmarks were developed for academic schools, departments and administrative offices of the college.

**MINIMUM SIZE**

The department wordmark should never be used smaller than 1.5” to ensure maximum readability.
The primary colors of SUNY Plattsburgh are red and black and are used frequently to establish the main look of our materials. A secondary palette was created using a modified color selection. These colors enhance the look of the primary palette while keeping with brand consistency.

**PRIMARY PALETTE**

**HAWKINS TOWER**
- PMS Color: PMS 186 C
- CMYK: c2, m100, y85, k6
- RGB: 200, 16, 46
- HEX CODE: C8102E

**CARDINAL**
- PMS Color: PMS 194 C
- CMYK: c8, m100, y92, k0
- RGB: 155, 39, 67
- HEX CODE: 9B2743

**SNOW GOOSE**
- PMS Color: White
- CMYK: c0, m0, y0, k0
- RGB: 255, 255, 255
- HEX CODE: FFFFFF

**SECONDARY PALETTE**

**ORCHARD**
- PMS Color: PMS 194 C
- CMYK: c8, m100, y55, k37
- RGB: 155, 39, 67
- HEX CODE: 9B2743

**FEINBERG**
- PMS Color: Warm Gray 8 C
- CMYK: c17, m24, y25, k49
- RGB: 140, 130, 121
- HEX CODE: 8C8279

**BURGHY BEAK**
- PMS Color: PMS 107 C
- CMYK: c0, m0, y92, k0
- RGB: 251, 225, 34
- HEX CODE: FBE122

**ADIRONDACK SUNSET**
- PMS Color: PMS 145 C
- CMYK: c4, m53, y100, k8
- RGB: 207, 127, 0
- HEX CODE: CF7F00

**CHAMPLAIN**
- PMS Color: PMS 549 C
- CMYK: c56, m8, y9, k21
- RGB: 107, 164, 184
- HEX CODE: 6BA4B8

**WHITEFACE**
- PMS Color: PMS 551 C
- CMYK: c35, m3, y8, k7
- RGB: 163, 199, 210
- HEX CODE: A3C7D2

**PMS VS. CMYK**
Depending on your printer’s requirements, you will either need to use the PMS or CMYK version of the color. The recommended CMYK breakdowns are listed with the coordinating PMS color. Use CMYK for print; RGB/HEX colors for digital/online. Spot equivalents are mainly for printer reference or when creating a one- or two-color piece.
ELEMENTS

Red squares are used as bullets in lists or itemized content. Use in black, red or reverse. See example below.

The Distinguished Visiting Alumni program annually honors graduates who have achieved an exceptional level of personal success.

Established in 1989 as a one-time Centennial Year event, the distinction has become an integral part of campus programming, with 68 individuals honored so far. Its success is found in its three key goals:

- to increase quality interactions between alumni and students;
- to strengthen the relationship between successful alumni and their alma mater;
- and to involve alumni in the academic mission of the college.
Limited use of fonts helps in presenting a simple, bold look. These are the only acceptable fonts for use on college collateral materials.

**AVENIR LT Std**
Avenir LT Std, the main font used, was selected for its variety of weights and clean, simplistic look.

**ACCEPTABLE ALTERNATE FONT USE**
In the event you are unable to use the recommended font, please use Arial in place of Avenir.
ITC Stone Serif Medium

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ITC STONE SERIF**

When designing print collateral, Stone Serif is generally used for copy-heavy pieces, such as course catalogs or schedules.

**ACCEPTABLE ALTERNATE FONT USE**

In the event you are unable to use the recommended font, please use Times New Roman in place of Stone Serif.
A general business-card template has been created for use by all SUNY Plattsburgh employees NOT affiliated with Plattsburgh State Athletics. The general template features the State University of New York Plattsburgh wordmark on the front and reverse usage of the college’s web address on the back. **Do not recreate stationary.** Approved electronic templates created by the Office of Marketing exist to ensure brand standards are adhered to.

**PRINTING**

Business cards comprise two colors — PMS 186 C and black.

Please visit myorderdesk.com/Plattsburgh to order business cards.
An alternative business-card template has been created exclusively for Plattsburgh State Athletics. This features the college’s updated logo on the front and the Primary Cardinal on the back. This template should be used ONLY by employees of Plattsburgh State Athletics.

Mary Smith
HEAD COACH-WOMEN’S LACROSSE

Intercollegiate Athletics
456A University Center
(o) 518-564-0000  (c) 518-572-0000
msmith00@plattsburgh.edu
Twitter: @PlattsWLax
plattsburgh.edu

FRONT
PMS 186 C, BLACK

101 Broad Street, Plattsburgh, NY 12901-2681

PRINTING
Business cards for Plattsburgh State Athletics comprise three colors — PMS 186 C, black and PMS 107 C.

Please visit myorderdesk.com/Plattsburgh to order business cards.

BACK
PMS 186 C, BLACK,
PMS 107 C
TWO-COLOR USAGE

PMS 186 C, BLACK

PRINTING

Letterhead comprises two colors — PMS 186 C and black.

Please visit myorderdesk.com/Plattsburgh to order printed stationary.

An electronic user template of the SUNY Plattsburgh letterhead has also been created in Microsoft® Word. Visit web.plattsburgh.edu/marketing/branding.php to download the template. This template may be used to send online correspondence on college letterhead. It is intended for electronic distribution only and is not to be printed from a desktop printer. Do not print stationery from this template.
Using consistent email signatures for email accounts creates brand alignment while relaying relevant contact information. Consistent and clear email signatures present a professional appearance for conducting business through email. Refrain from using quotes or epigraphs in email signatures to avoid having others assume a particular statement represents the institution. Below are some examples of signature lines. It is acceptable to include as little or as much of the contact information below, however, it is important to maintain the order and template.

**ELECTRONIC SIGNATURE STANDARDS**

**Avoid images and vCards:** Most email clients process these as attachments or block them by default. So, if you include these in your signature, your email recipients won’t know when you send a real attachment and when it’s just your email signature.

**Font:** Arial is a standard font and works in all email clients. Use Arial Bold for your name and the plattsburgh.edu link. Use Arial Regular for your title, building and room number, and phone/cell/fax numbers.

**Color:** 100% Black is consistent with the brand color palette.

**Contact numbers:** Include any contact numbers you use regularly. Cell and/or fax numbers can be included if you choose to include them in your signature.

**URL conventions:** Do not use “www” in a URL unless the URL won’t work without it. Instead, use plattsburgh.edu and embed the link.

---

**AMY SMITH**
Registrar
320A University Center
(o) 518-564-0000
(c) 518-572-0000
(f) 518-564-0000
plattsburgh.edu

**JOHN SMITH**
Professor/MSNS Coordinator
Director, Lake Champlain Research Institute
025 Adirondack Hall
(o) 518-564-0000
(c) 518-572-0000
(f) 518-564-0000
plattsburgh.edu

**GEORGE SMITH**
Associate Professor
266 Education Building
101 Broad Street
Plattsburgh, NY 12901
(o) 518-564-0000
plattsburgh.edu

**JANE SMITH**
Payroll Examiner 2
101 Broad Street
Plattsburgh, NY 12901
(o) 518-564-0000
(f) 518-564-0000
plattsburgh.edu

---
USAGE
The Cardinal athletics brand identity is to be used exclusively for athletics, recruitment and institutional branding. For additional information, please contact the Office of Marketing.

PRIMARY CARDINAL
The Primary Cardinal features the updated cardinal mascot as an isolated symbol.

CHARACTER MARK
The Character Mark features a graphic illustration of Burghy, our costumed mascot.

SECONDARY ATHLETIC MARK
The Secondary Mark features a custom letter P, which has serifs resembling feathers.

TERTIARY ATHLETIC MARK
The Tertiary Mark is an alternative logo, which combines the Primary Cardinal and the Secondary Mark.

BURGY FONT
Burghy is a custom-designed font that serves as the primary font for the Cardinal athletics brand identity.
The Basics

The following information is provided to help standardize common terminology used most often by editorial staff in the promotion and marketing of SUNY Plattsburgh. Members of the college community are encouraged to adapt the information when preparing copy for publications, the web, news articles, etc.

For items not covered here, please consult the Associated Press Stylebook and/or Webster’s New World Dictionary.

The Name of the College

Please follow these guidelines regarding the name of our institution:

- The official name of the college is the State University of New York College at Plattsburgh.
- On second and subsequent references, you may use SUNY Plattsburgh, Plattsburgh or the college.
- If a formal reference is not required, you should use SUNY Plattsburgh.
- “Plattsburgh State University” or “Plattsburgh State University College” is not acceptable, and the acronyms PSU and PSUC are also not acceptable in any form or manner.
- However, “Plattsburgh State” may be used by athletics when referring to our teams.
- While “Plattsburgh State” should not be used in college communications, its use as a colloquialism will not be discouraged.
**academic degrees**

Bachelor of Arts, Bachelor of Science, Master of Arts, Doctor of Philosophy, and Associate of Sciences. It is permissible to use the abbreviations of formal degrees on first reference: B.A., Ph.D., M.D., R.N.

When referring to bachelor’s and master’s degrees, use lowercase and the apostrophe. When referring to a doctorate or an associate degree, use lower case and no apostrophe.

The word degree should not follow the degree abbreviation. For instance, the phrase “a B.S. degree” should not be used.

Do not capitalize majors, programs, specialization or concentrations except when their name constitutes a brand name:

“He started out as a history major, but switched to accounting with a minor in gender and women’s studies.”

**schools, departments and programs**

Uppercase formal names; lowercase informal names.

**schools**

School of Arts and Sciences; School of Business and Economics; School of Education, Health and Human Services; Library and Information Technology Services.

**departments**

Department of English, Office of Alumni Relations, Office of Institutional Advancement, Office of the President BUT biology department, sociology and anthropology departments, institutional advancement office, president’s office, English department.

**programs, centers, services and institutes**

Center for Public Services, Nexus Autism Spectrum Program, Psychoeducational Services, Institute for Ethics in Public Life, College-Community Alliance Program BUT adolescence education, childhood education, clinical mental health counseling.

Tying it all together:

“John Doe, professor of anthropology, teaches the childhood education program in the Department of Biology in the Institute for Ethics in Public Life in the School of Arts and Sciences.”

“Vice President Jane Doe, distinguished professor of English, teaches clinical mental health counseling in the biology department in the School of Business and Economics’ student life center.”

**academic titles**

Dr. may be used when the person holds the earned doctoral degree — Ph.D., Ed.D., D.V.M. or M.D. It is not used on second reference. Titles are uppercase before a name: Dean John Doe; but lowercase following the name: John Doe, dean of the School of Arts and Sciences.

Do not use courtesy titles (Mr., Mrs., and Ms.) except to differentiate between relatives: Bill and Jane Smith, Mr. Smith, Mrs. Smith. John Smith Jr. and John Smith Sr., John Jr., John Sr. Courtesy titles may be used in quoted material or in speeches.

**age**

Use numbers: John is 3 years old. His father is a 24-year-old student.
alum/alumna/alumnae/alumni/alumnus

- Alum(s) is neutral and can be used in informal contexts.
- Alumna is female; alumnae is plural.
- Alumni is used for mixed-gender groups.
- Alumnus is male; alumni is plural.

Amitié

Amitié is the correct spelling for the monumental statue in the Angell College Center courtyard.

a.m. and p.m.

ampersand (&) vs. and

Spell it out. Don’t use the ampersand (&) as a substitute for “and” except when part of a company name: Johnson & Johnson. However, for the purposes of tables and charts, as well as web headlines and links, an ampersand may be used.

annual

Avoid the common error of referring to happenings as the first annual. An event cannot be described as annual until it has been held a second time in as many years. Instead, use inaugural or first.

art exhibits and art works

Individual art works, paintings and photographs are set off with quotes.

at sign (@)

Use @ in email addresses. Do not use @ in text in place of the word at.

boards and committees

Capitalize the formal names of boards, committees, councils and so forth: Plattsburgh College Foundation Board of Directors, the Faculty Senate Standing Committee on Budget and Resources, the College Council. But lowercase when used alone: The foundation board appointed its representatives to the council and to the committee debating parking fees.

buildings (halls, programs, centers) and campus locations

Capitalize buildings when used with a proper noun: Myers Fine Arts Building, Kehoe Building, Yokum Hall, Claude Clark Learning Center. But lowercase them when used alone: The college keeps its buildings clean. You’ll find plenty to eat in the dining hall. Students have access to computer equipment in the learning center. Never abbreviate.

Go from specific location (room) to more general (floor and building) to the campus: Room 113, 1st Floor, Hawkins Hall, SUNY Plattsburgh.

campus

Capitalize in reference to the student affairs unit known as Campus Life, but lowercase in all other uses.

capital/capitol

Use capital in reference to cities that are seats of government and when used in a financial context. Use capitol when referring to buildings.

city

Capitalize when a proper noun (New York City); otherwise lowercase (the city of Montreal). An exception is the City of Plattsburgh, which is distinct from the Town of Plattsburgh.
class and class years

Put an apostrophe before a class year (and please take care that it is facing the correct way). Alumni are listed as follows: John Doe ’87 G’91 (no comma between degrees, just one space). When referring to a class as a group, uppercase class: He belonged to the Class of 1967.

When used with many class years, lowercase: The reunion is for the classes of ’70, ’75 and ’80. The decision to use degree or school is up to the writer.

college

Capitalize when part of the formal name for an institution or a major unit thereof: Elmira College, Teachers College, the State University of New York College at Plattsburgh. But otherwise use the lowercase: The college’s forensic team placed first in the state tournament.

colons

Do not use a colon after a verb or a preposition.

- Correct: A resume should include educational background, work experience and any knowledge of foreign language.
- Incorrect: A resume should include: educational background, work experience and any knowledge of foreign language.

Colons in lists:

A resume should include:

- educational background
- work experience
- knowledge of foreign language

commas

Do not use a comma before the last item in a series of three or more: Every heart beats true for the red, white and blue.

dashes

Em dash: Shows a break or dramatic pause: When I opened the door, there he was — with a knife. Put a space before and after an em dash. En dash: Indicates a range, such as a span of time or numbers: 1960s – 1970s.

data

Data is a plural noun and should be used as such. The data are compelling.

date (months, years)

Abbreviate the months of Jan., Feb., Aug., Sept., Oct., Nov. and Dec., if you include a date: Classes begin Aug. 28, 1991. Do not abbreviate if the month is used alone: Classes begin in August. Also do not abbreviate if the month is used only with a year: She will graduate in December 1992. And do not use a comma between month and year or season and year: January 1991 or summer 1992.

In an invitation or referring to events in the future, list the date, time, place, contact name, phone, email, web.

dean’s list

Always lowercase.
departments (and other institutional functions/divisions)

For departments, centers, offices, etc., capitalize when the formal name is used: Department of Chemistry, Center for the Study of Canada, Lake Champlain Research Institute, School of Business and Economics. Lowercase in second reference: department, center, office, school. And lowercase when used informally: chemistry department, business school, etc.

eellipsis points

To indicate an omission in quoted text, used three periods preceded by any other necessary mark of punctuation (including any period of a previous complete sentence, which always precedes the three periods). See, like this. … then she went on to say …

emeritus, emeriti

This title refers to someone who is retired from professional life but permitted to retain the rank of the last office held as an honorary title.

Place emeritus after the formal title of a person: Professor Emeritus of History John Doe. Lowercase when used after the person’s name: Doe, professor emeritus of history, retired several years ago. Emeriti is the plural of emeritus.

e-mail

No hyphen.

ensure, insure

The former means guarantee: Buy your tickets in advance to ensure admission. The latter refers to insurance: The policy insures her life.

entitled, titled

The former means one has the right to have or the right to do something: He is entitled to the settlement. The latter introduces a publication, music composition and so forth: His paper was titled “How to Win a Fair Settlement.”

ethnic groups

Lowercase black or white. African-American, Asian-American, Hispanic-American and Native American are acceptable in necessary references to these specific ethnic groups.

exclamation points

Place exclamation mark inside quotation marks only when it is part of the quoted statement. “Let go!” she shouted. “The name of the book is ‘Walden’!” he yelled after her.

faculty/staff

These are singular nouns referring to groups: Our faculty is world-class. To make faculty or staff plural, use staff members or members of the faculty, etc.

Faculty Senate

Capitalize the formal name, but do not capitalize “senate” in subsequent references.

Field House

Two words. Plattsburgh State Field House and SUNY Plattsburgh Field House are both correct.
fundraising
Both fundraising and fundraiser are one word.

grade-point average or GPA
No periods in GPA.

health care
When used as a noun, it is two words; when it is an adjective, hyphenate.

his/her
Try to avoid using his/her in constructing a sentence. Often, the best choice is to revise the sentence: Students are responsible for their own homework.

Homecoming
Capitalize in references of the official college activity. Also, capitalize “weekend” when used in Homecoming Weekend.

honors
Lowercase and italicize cum laude, magna cum laude and summa cum laude.

hyphens
Use hyphens to join words together when they are needed to avoid ambiguity or to form a single idea from two or more words and modify a noun: A well-known person, a full-time employee. Do not hyphenate when they come after a noun: He is well known. She works full time. In some cases, hyphens are used with prefixes or suffixes. One word, not hyphenated: nonprofit, multidisciplinary, interdisciplinary, preseason, multinational, postgraduate.

impact
Avoid using impact as a verb unless in a physical context. In other words, resist using impact as a verb meaning “to affect.” Consider using “affect” or “influence” instead.

Inc.
No comma between the business name and Inc.: ABC Building Inc.

initials
Do not use a space between initials: E.M. Forster.

internet
Do not capitalize.

it’s, its, it is
“It’s” is a contraction for “it is”: It’s a fine day for golf. The possessive form of the neuter pronoun is “its”: The foursome took its time.

Jr., Sr.
No comma between name and Jr. or Sr.: John Smith Jr.

-ly
Do not use a hyphen between adverbs ending in -ly and the adjectives they modify: highly qualified faculty, fully informed student body, warmly receptive audience.

measurement
Always spell out inches, feet and other measures.
man, mankind
Avoid unless no other term is convenient. If you can, substitute humanity, person or individual.

mid
Don’t use the hyphen unless a capitalized word follows: midsemester but mid-December. However, use the hyphen when it precedes a numerical figure: mid-90s.

money
Use the dollar sign and numbers, but do not use the decimal and zeros: $25, not $25.00.
For amounts beyond thousands, use the dollar sign, number and appropriate word: $33.6 million not $33,600,000. For amounts less than $1 use cents: 50 cents, not $.50.

names
In text, first reference should include full name; in later references use the last name only. Repeat the first name only to avoid confusion with someone else.

parentheses
The period belongs outside parentheses unless the matter enclosed is an independent sentence: The majority of our faculty has their doctorates (although a few have a master’s degree). Most Plattsburgh students are from New York. (There are some from other states.)

percent
Use numerals and write out the word percent in running text: There was a margin of 7 percent. It’s acceptable to use % in charts.

Plattsburgh Alumni Association
Uppercase when using the formal title: Plattsburgh Alumni Association; lowercase when used alone: alumni association.

Plattsburgh College Foundation
Uppercase when using the formal title: Plattsburgh College Foundation; lowercase “foundation” when used alone.

possessives
Singular nouns that end in s, add ‘s: the class’s first graduate or the campus’s strategic plan, but proper names ending in s, add only the apostrophe: Burns’ poems.

quotations
Commas and periods go inside quotation marks, but semicolons and colons go outside quotation marks or parentheses.

race
Names of races (Caucasian, Hispanic, Asian) are capitalized, but do not capitalize black or white.
regions
Generally, lowercase north, south, etc. when they indicate compass
direction, but capitalize regions of the country: North Country, South,
Northeast, Far West, Upper West Side, etc.

reunion
2015 Reunion Weekend or 2015 Reunion, but lowercase reunion when
used in running text.

seasons
Do not capitalize in running text: The program will begin next fall.
Capitalize when referring to a specific semester: Spring 2015.

semicolons
When items in a series involve internal commas, they should be
separated by semicolons: The itinerary is as follows: St. Paul, Minn.;
Austin, Texas; Jackson Hole, Wyo.; and Green River, Utah.

spaces between sentences
Put one space between sentences, not two. Put one space after a
colon, not two.

split verb forms
Avoid splitting infinitives (to leave, to help, was ordered, to return
etc.):
- Incorrect: She was also ordered to immediately return home.
- Correct: She also was ordered to return home immediately.

states
When a state name stands alone, spell out the name. State names
may be abbreviated in tables or graphs. Eight states are not
abbreviated, except in postal listings with full addresses, including ZIP
codes: Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio
(OH), Texas (TX) and Utah (UT).
We are amending the AP Stylebook for large cities in New York.
In addition to Plattsburgh, these cities DO NOT need N.Y. after
their names: Albany, Bronx, Brooklyn, Buffalo, Ithaca, Lake Placid,
Manhattan, Queens, Rochester, Schenectady, Staten Island, Syracuse,
Yonkers.
Abbreviate the other states as follows and when used in short form
listings of party affiliation (i.e. D-Ala., R-Minn.):

<table>
<thead>
<tr>
<th>State</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala.</td>
<td>AL</td>
</tr>
<tr>
<td>Ariz.</td>
<td>AZ</td>
</tr>
<tr>
<td>Ark.</td>
<td>AR</td>
</tr>
<tr>
<td>Calif.</td>
<td>CA</td>
</tr>
<tr>
<td>Colo.</td>
<td>CO</td>
</tr>
<tr>
<td>Conn.</td>
<td>CT</td>
</tr>
<tr>
<td>Del.</td>
<td>DE</td>
</tr>
<tr>
<td>Fla.</td>
<td>FL</td>
</tr>
<tr>
<td>Ga.</td>
<td>GA</td>
</tr>
<tr>
<td>Ill.</td>
<td>IL</td>
</tr>
<tr>
<td>Ind.</td>
<td>IN</td>
</tr>
<tr>
<td>Kan.</td>
<td>KS</td>
</tr>
<tr>
<td>Ky.</td>
<td>KY</td>
</tr>
<tr>
<td>La.</td>
<td>LA</td>
</tr>
<tr>
<td>Md.</td>
<td>MD</td>
</tr>
<tr>
<td>Mass.</td>
<td>MA</td>
</tr>
<tr>
<td>Mich.</td>
<td>MI</td>
</tr>
<tr>
<td>Minn.</td>
<td>MN</td>
</tr>
<tr>
<td>Miss.</td>
<td>MS</td>
</tr>
<tr>
<td>Mont.</td>
<td>MT</td>
</tr>
<tr>
<td>Neb.</td>
<td>NE</td>
</tr>
<tr>
<td>Nev.</td>
<td>NV</td>
</tr>
<tr>
<td>N.H.</td>
<td>NH</td>
</tr>
<tr>
<td>N.J.</td>
<td>NJ</td>
</tr>
<tr>
<td>N.M.</td>
<td>NM</td>
</tr>
<tr>
<td>N.Y.</td>
<td>NY</td>
</tr>
<tr>
<td>N.C.</td>
<td>NC</td>
</tr>
<tr>
<td>N.D.</td>
<td>ND</td>
</tr>
<tr>
<td>Okla.</td>
<td>OK</td>
</tr>
<tr>
<td>Ore.</td>
<td>OR</td>
</tr>
<tr>
<td>Pa.</td>
<td>PA</td>
</tr>
<tr>
<td>R.I.</td>
<td>RI</td>
</tr>
<tr>
<td>S.C.</td>
<td>SC</td>
</tr>
<tr>
<td>S.D.</td>
<td>SD</td>
</tr>
<tr>
<td>Tenn.</td>
<td>TN</td>
</tr>
<tr>
<td>Vt.</td>
<td>VT</td>
</tr>
<tr>
<td>Va.</td>
<td>VA</td>
</tr>
<tr>
<td>Wash.</td>
<td>WA</td>
</tr>
<tr>
<td>W. Va.</td>
<td>WV</td>
</tr>
<tr>
<td>Wis.</td>
<td>WI</td>
</tr>
<tr>
<td>Wyo.</td>
<td>WY</td>
</tr>
</tbody>
</table>

Use the postal abbreviations only when writing out mailing addresses
and including the ZIP code. Do not capitalize the word state when
writing out New York state.
telephone numbers
Use area code with the full number: 518-564-4504. Do not use parentheses. For internal use, use Ext. 2000.

theater/theatre
Only use theatre when part of a formal name of a building or a group: Hartman Theatre or the Pendragon Theatre, but the theater program.

time
Use the lowercase a.m. or p.m. For 12 a.m. and 12 p.m., respectively, use noon and midnight. When writing time that falls on the hour, do not use :00.

titles (for publications)
Put quotation marks around the names of all such works (except the Bible, catalogs and reference books), including titles of books, computer games, movies, operas, plays, poems, albums, songs, TV and radio programs, lectures, speeches, articles, short stories, chapter titles and works of art. Do not put quotes around journals, newspapers, magazines and such software titles as WordPerfect or Windows. Do not italicize. (Please note that postings to the Web may differ as the html code used to tag titles may italicize the font.) Capitalize the principal words. Capitalize prepositions and conjunctions of four or more letters. Capitalize words of fewer than four letters when they are at the beginning or end of a title. Translate foreign titles into English unless the work is famous under its foreign name. For more information, look under the compositions entry in the AP Stylebook.

United States
Spell out as a noun: best college in the United States; abbreviate U.S. as an adjective, and use periods: the U.S. hockey team.

utilize
The word “use” is preferred.

URLs

web
Do not capitalize.