Style Guide

Updated 2022

CCM Style Guide

The "CCM Style Guide," in conjunction with the "Website Style Guide" and "Logo Usage Style Guide," provides standard guidelines to convey a positive and consistent image of CCM in its printed materials, on its website and in its other communications platforms.

Along with these guidelines, writers should refer to "The Associate Press Stylebook" and "Merriam-Webster Dictionary" for other specific style issues.

If you are unable to find what you are looking for or would like to submit entries or suggestions for this style guide, please email Kathleen Brunet, director of Marketing & Public Relations, at kbrunet@ccm.edu.

March 2022

A

Abbreviations

Use standard abbreviations (consult *Merriam-Webster)*. Do not abbreviate months. States when used with a city or town should be abbreviated using Zip-Code abbreviations, otherwise they should be spelled out. (See States, page 25.)

Academic Degrees

Note which ones are written with periods and which ones are not. Periods are omitted in those cases where there are three or more consecutive capital letters.

A.A.	Associate of Arts
AFA	Associate of Fine Arts
A.S.	Associate of Science
AAS	Associate of Applied Science
B.A.	Bachelor of Arts

B.S.	Bachelor of Science
M.A.	Master of Arts
M.S.	Master of Science
Ph.D.	Doctorate of Philosophy
MBA	Master of Business Administration
MFA	Master of Fine Arts
J.D.	Juris Doctorate

Note: Degrees consisting of three consecutive uppercase levels are not separated by periods (AFA not A.F.A.)

Also note: It is associate degree, bachelor's degree, master's degree, and doctoral degree.

In text, the year of graduation should follow the name without a comma. Also note that the tail of the apostrophe points to the left:

Anthony Miller '96 has great things to say about his CCM education.

When referring to faculty and members of the President's Cabinet, terminal degrees should be used on the first reference:

Bette Simmons, Ed.D., vice president of Student Development and Enrollment Management (on second reference, use Simmons)

Academic Majors and Programs

Capitalize the college's majors, minors and specializations only when referring to the official names of CCM's specific academic programs (when the word program is included) or when the subject contains a proper name or adjective. Lowercase majors, minors and specializations when referring to a subject area or academic field of study in general:

She declared the college's Biology Program as her major.
He has declared both a major in English and a minor in psychology.

Academic Titles, Titles

Capitalize a person's title when it comes before the name. Do not capitalize the title when listed after the name.

> Vice President of Professional Studies & Applied Sciences Patrick Enright addressed the faculty at convocation.

> Karen VanDerhoof, vice president of Business and Finance, updated the college community on the college's construction projects.

Acronyms

When an abbreviation can be used with or without periods, use it without. On first reference, spell out the full, formal title and place the acronym in parentheses after the title: Center for Teaching and Learning (CTL)

Acronyms may be used on first reference if they are well-known. (e.g., GPA, YMCA, SAT, ACT, GRE, LSAT, etc.)

Do NOT include the acronym if it is not used again in the body of the text.

Addresses

Spell out all elements of an address when used in text. If space is limited, use abbreviations for street (St.), avenue (Ave.), boulevard (Blvd.). Road, Circle and Court are not abbreviated. Use Zip-Code abbreviations for states (NJ not N.J).

Affect/Effect

Affect, as a verb, means to influence. Effect, as a verb, means to cause. Effect, as a noun, means result.

Ages

Always use numerals and hyphenate when used as an adjective:

> The 5-year-old boy attended kindergarten.
> The boy is 5 years old.
> The boy, 7, has a sister, 5.

All-America/All-American

An individual team member is an All-American, the entire team is All-America. The award itself is referred to as an All-America honor.

All right

Is two words, not alright

Alumna, Alumnae, Alumnus, Alumni

      Alumna is feminine singular.
      Alumnae is feminine plural.
      Alumnus is masculine singular.
      Alumni is masculine or mixed-gender plural.

a.m., p.m.

The abbreviations for ante meridian and post meridian should appear in lowercase with punctuation.

      YES: Performances take place from 11 a.m. to 3:30 p.m.
      YES: The class runs from 3 – 6 p.m.
      NO: Performances take place from 2:00 AM to 3:30 PM.

Ampersand

- CCM uses an ampersand in Schools, Division and Department's names:

  The School of Health Professions & Applied Sciences
  The Department of Marketing & Public Relations

- If an ampersand is used as a graphic element in a name, it should also be used in all other contexts – the ampersand in the logo for Marketing & Public Relations would also be the part of its title on a webpage – it would not be Marketing and Public Relations

- DO not use an ampersand to replace the word "and" in general text copy.
  YES: The class required both a textbook and online lab
  NO: The department is well known for responsiveness & great service

- An ampersand is properly used as part of an organization's name if that is how they list their name.

  AT&T Corporation
  Simon & Schuster
  House & Garden
  Procter and Gamble

Apostrophe

Note that the tail of the apostrophe points left when used to indicate omitted letters or figures (I've, it's, 'tis, ne'er-do-well, rock 'n' roll, Class of '62, John Doe '78, styles of the '20s).

Area Code

Use dashes: 973-328-5052

Associate Degree

Capitalize the formal names and use periods with the abbreviation unless the degree consists of three uppercase letters (NOTE: AFA). Lowercase when using as a general reference.

  Associate of Arts (A.A.)
  Associate of Fine Arts (AFA)
  Associate of Science (A.S.)
  Associate of Applied Science (AAS)

  He earned his associate degree at County College of Morris.

Note: There is no apostrophe and "s" at the end of associate.

As If/Like

"As if" is used to introduce a clause:

  It looks as if it will rain.

"Like" takes a simple object:

It looks like rain.

As Well As

A phrase introduced by "as well as," "in addition to," "besides," "accompanied by," "together with," "plus," "such as," or a similar expression should be set off by commas when it falls between the subject and the verb:

Our faculty and administrators, as well as our staff, supported the decision.

When the phrase occurs elsewhere in the sentence, commas may be omitted if the phrase is closely related to the preceding words:

The decision was acclaimed by our executives as well as our staff.

B

Bachelor of Arts/Bachelor of Science

Bachelor of Arts or B.A., and Bachelor of Science or B.S., can be used interchangeably. When describing formal degrees, use Bachelor of Arts or Bachelor of Science:

Bachelor of Arts in English
Bachelor of Science in Biology

Informal usage of degree titles are lowercase and are written with an apostrophe and "s"

bachelor's degree in English
bachelor's degree in science

Please see note on associate degree (page 4).

Between/Among

"Between" is used with two items or when a definite relationship is clear: Between you and me, this contract will never be signed.

The disagreement was between Alice's sister and brother.

"Among" is used with three or more, to imply distribution, or when no explicit relationship is stated:

> We are among friends.

Books, Periodicals, Reference Works and Other Compositions

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

> Professor Charles Selengut gave a reading from his new book "Our Promised Land."
> They sang the "Star-Spangled Banner" before the game.

Do not use quotation marks around the names of magazines, newspapers, the Bible or books that are catalogues of reference materials.

> The New York Times reported the story.
> He reads the Bible every morning.

Bullets/Bulleted Lists

(also **numbered lists**): Do not use bullets for just two items, unless incorporating them into a sentence would make the sentence too long.

Bulleted lists should have an introduction with a colon:

"The CTL will provide the following:" *Not* "CLT will:"

Begin the first word in each item with a capital letter.

> YES: The three required classes are:
> - English
> - Chemistry
> - Biology
>
> NO: The three required classes are:
> - English
> - chemistry

- biology

In a multiple-sentence format where each bullet forms a complete sentence, end each bullet with a period. For example:

> The application procedure is as follows:
> - All applicants must submit a $30 application fee.
> - A completed application form must accompany the fee.
> - Applicants must send a copy of their test scores.

If the bulleted item is not a complete sentence, do not use periods, semicolons, or "and."

> NO: During summer session, I studied:
> - Math;
> - Chemistry; and
> - Philosophy.

Make sure items in each list follow a parallel structure.

> YES: During summer session, I studied:
> - Writing
> - Dancing
> - Singing

> NO: During summer session, I studied:
> - Vocabulary
> - How to dance
> - Singing

See Parallel Structure.

C

Can/May
"Can" denotes ability. "May" denotes possibility and permission.

Capitalize Names of Specific Courses

Mary is taking Math 101.
Tom is enrolled in History 101

Capitalize Proper Nouns

Do not capitalize common nouns.

Proper Noun   **Common Nouns**
County College of Morris   the college
Board of Trustees   the board
Dragonetti Auditorium   the auditorium

Do not capitalize common nouns to highlight them or give them special emphasis.

YES: We had fun at the college picnic.

NO: The College will be open this Saturday.

Do not capitalize compass directions unless they refer to specific geographical area.
northeast   the Northeast
west   the West

Chairperson/Chair

Use chair in all cases when writing for the media except when an outside organization uses the chairperson designation in its materials.

Cities and Towns

The name of a city should be followed by the state name using Zip-Code abbreviations unless it is a city in New Jersey, in which case no state designation is needed. A comma is used between city and state, and after the state when the sentence continues.

YES: He is from Charlottesville, VA, the home of UVA.
YES: She grew up in Morristown.

NO: He currently lives in Madison, NJ.

The name of the state does not follow cities listed below:

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

Coast

Lowercase when referring to the physical shoreline (Atlantic coast). Capitalize when referring to a major region (the West Coast).

Colleges and Universities

Refer to the current issue of the *Peterson's Guide to Four-Year Colleges* or the Internet for formal names of colleges and universities.

Colon

The colon indicates that what follows will complete or amplify what came before it. Use a colon to introduce a series:

Three people were vying for the award: John Miller, Sam Moore and Jessica Clarke.

A colon also may be used to link two sentences when the second clause explains or amplifies the first:

Her achievement remains etched in memory: It has not been surpassed in 50 years.

After a colon, capitalize the first letter of the next word if a complete sentence follows. Otherwise, the next word after a colon should start with a lowercase letter.

Place colons outside quotation marks.

Commas

CCM does not use a serial comma. Commas are used to separate elements in a series but are not used before the conjunction in a simple series.

> YES: John is taking biology, English, art and psychology this semester.

> NO: The flag is red, white, and blue.

Do use a comma before "and" or "or" in a complex series

> YES: This program explains why you need to save, when you need to begin a savings program, and strategies for maximizing returns and protecting your investments.

> NO: This program explains why you need to save, when you need to begin a savings program and strategies for maximizing returns and protecting your investments.

If a sentence contains a complex series of words with other commas, use semicolons to separate them:

> The search committee includes Katie Olsen, executive director of the CCM Foundation; Karen VanDerhoof, vice president of Business & Finance; and Robert Stirton, vice president of Institutional Effectiveness and chief information officer.

When a conjunction, such as "and," "but" or "for," links two clauses that could stand alone as separate sentences, use a comma before the conjunction.

> She entered the classroom, and the professor greeted her warmly.

Committee

Do not abbreviate. Capitalize when part of a formal name. Do not capitalize in shortened or casual versions of a name.

The Business & Finance Committee will meet today to discuss the project.
The committee failed to gain a quorum and had to table a vote for its next meeting.

Company and Corporation Names

On first reference, use a company's formal name and location when necessary. (Consult the Standard & Poor's Register of Corporations.)

Do not abbreviate company, corporation or association when it is part of a formal name. Spell out and lowercase company, corporation, association, etc., when they stand alone.

Do not use a comma before Inc. and Ltd.

Compose/Comprise

Composed of means made up of. Comprises means includes.

The U.S. is composed of 50 states.
The U.S. comprises 50 states.

Do not use comprised of.

Continual/Continuous

Continual means steady repetition. Continuous means uninterrupted, unbroken.

Copyright

There is a common misconception that everything on the Internet is in the public domain and can be freely used by others. However, much of what is on the Internet is, in fact, copyrighted and cannot be used without express permission from the author or creator of that work. For an overview of copyright law, please see
http://www.ccsj.edu/blackboard/bb%20copyright_fair_use.pdf

County College of Morris

On first reference always spell out the full name of the college.

Note that the college name is not preceded by "the"

County College of Morris, not the County College of Morris.

For external publications include (CCM) after the full name on the first reference and use CCM for all following references. Do not ever use "County" alone to refer to the college.

> County College of Morris (CCM) offers a wide range of credit and non-credit program for individuals to achieve their dreams. CCM currently enrolls more than 6,000 students a year in its credit programs.

Course Titles

Capitalize the proper name of a course to denote a course of study. (Refer to the most current course catalog for course listings.)

> Analytical Geometry & Calculus I
> Computer Information Literacy

Lowercase the generic usage: chemistry, biology

Coursework

Should be written as one word.

D

Dash

County College of Morris uses the en dash (–) which is shorter than an em dash(—) but longer than a hyphen. In this case, the en dash in Word is easily formed by typing a word, followed by a space, inserting a hyphen – and another space and then the next word.

The en dash (-) also is used between ranges of numbers or dates, or between adjectival phrases containing two-word concepts (1984-87; pp. 123-34; New York-Dallas flight) with no spaces on either side. In this case, the en dash is formed by holding the Control key on the keyboard and typing the minus sign **on the numeric keypad.**

Dates

When describing an event, always use day, date, time and location. Always spell out the names of days and months, except as required in charts or graphs, or when space is limited. Also do not use superscripts for dates and years.

The performance takes place Friday, November 21, at 7 p.m., in the Davidson Rooms.

Note: Always double check the calendar to make sure the day of the week and date coincide.

When a date consists of only a month and a year, do not use a comma:
    May 2022

When a phrase refers to a month, day and year, set off the year with commas:
    January 14, 1967, is my parents' wedding date.

When indicating a multiyear span, use 2000-10, not 2000-2010.

Decades
Use numbers to signify decades. Do not use an apostrophe to indicate a plural.

    She graduated from CCM in the 1980s.

Degrees
 Capitalize when using the full formal degree:

    Master of Arts in Education

Lowercase when used casually:

    master's degree in education

Departments, Divisions, Programs
Capitalize the formal name of a department, division or program within County College of Morris:

    Office of the President
    Department of Public Safety
    Department of Marketing & Public Relations
    School of Business, Mathematics, Engineering &Technologies

When referring to department or program generically, do not capitalize:

    public safety and security

chemistry department

Dimensions

Use figures and spell out inches, feet, etc. Hyphenate when using dimensions as an adjective:

He is 5 feet 6 inches tall. (Not 5-6)
He is a 5-foot-6-inch man.

Directions, Regions

Lowercase when indicating compass direction. Capitalize when indicating region:
He drove west.
The storm brought heavy snowfall to the Northeast.

E

e.g., i.e.

The abbreviation "e.g." stands for the Latin words meaning "for example." The abbreviation "i.e." stands for the Latin words meaning "that is." A comma follows e.g., and i.e.
She gave several reasons for opposing the project: e.g., its high cost and limited appeal.
She gave two reasons: i.e., its cost and limited appeal.

Email

Should be written as one word, without a hyphen. The word email is lowercase unless it begins a sentence.

En Dash

Use an en dash (–) with a space before and after the dash to emphasize a point with a pause or to denote an abrupt change in thought in a sentence:

The goal of the new program – to increase the student's focus on academics – is simple, but very challenging.

Note: The en dash (–) used by CCM is a shorter dash than the em dash (—).
See Dashes

Ellipsis

An ellipsis is used to indicate when certain words have been omitted. Treat an ellipsis as a three-letter word, constructed with three periods –with no spaces between them but with single spaces on both sides. If the omission comes after the end of a sentence, the ellipsis should be placed after the period, making a total of four dots.

> This sentence … with an ellipsis.

> Another sentence with an ellipsis at the end ….

Ensure/Insure

Ensure means to make sure. Insure means to provide or obtain insurance.

Entitled

Entitled means deserving or having the right. A book, lecture, song, etc., is titled, not entitled.

et al.

et al. is a Latin abbreviation meaning "and others."

F

Faculty

Faculty is singular. Faculty members are plural.

> The faculty at CCM is known for being passionate about teaching.
> NOT: The faculty at CCM are known for being passionate about teaching.

Fall Semester

Uppercase "F" and "S" when used with the word "Semester."

> The Fall Semester is now underway.

He is taking fall classes at CCM.

Federal
Lowercase, except when referring to the architectural style or a formal name or title (a federal grant, but the Federal Bureau of Investigations).

Fewer/Less
Use "fewer" for things you can count:

> At County College of Morris, fewer than 4 percent of students travel by bus to campus.

Exception: Use less than with plural nouns that refer to time periods and amounts of money, but not people:

> less than a dozen years ago
> less than a dollar

Use "less" for things you can't count:

> The staff is less gloomy since profits went up.

Fundraising
Is written as one word without a hyphen, not as fund-raising

G

GPA
GPA is acceptable on first reference; it stands for grade point average.

H

Headlines
Use initial caps in headlines but NOT articles, coordinating conjunctions and prepositions of three or fewer letters, unless they appear as the first or last word in a headline

The Fed Chair Is Expected to Keep Interests Rates Low

Headlines in press releases and media advisories need not contain County College of Morris since it is made clear through the use of CCM letterhead and/or email.

Do not place a period after a headline or subhead.

Health Care
Is the noun and healthcare is the adjective.

He enjoys the opportunity working in health care provides him to assist people. The healthcare field offers many strong job-growth opportunities.

Historic/Historical
An historic event is an important occurrence, one that stands out in history. Any occurrence in the past is an historical event.

Hometowns
Use a comma to set off hometowns and states when written in conjunction with a person's name. If the hometown is in New Jersey, omit "NJ."

Mary White, of Greenville, SC, enrolled at CCM after moving to NJ. Sandra Fernandez, of Randolph, was in the Honors program at CCM.

Home page
Is written as two words, not one.

I

If/Whether
If means "in the event that"/"on the condition that" and is used to introduce clauses expressing nonexistent, hypothetical or improbable conditions:

If Jamie studies hard, she may improve her grade.

Whether means "if it is so that"/"if it happens that"/"in case" and is used to introduce the first of a set of possibilities:

> She asked whether her paper was submitted properly.

Imply/Infer
Writers or speakers "imply" in the words they use. Listeners or readers "infer" something from the words.

Include/Comprise
Use "include" to introduce a series when the items that follow are only part of the total. Use "comprise" when the full list is given.

Internet
Should be written with a uppercase "I"

Italics
In press releases and on the website, do not italicize the names of books, operas, television series, movies, plays recordings, magazines, works of art, newspaper or magazine columns, and uncommon phrases in foreign languages.

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

> Professor Charles Selengut gave a reading from his new book "Our Promised Land."
> They sang the "Star-Spangled Banner" before the game.

Do not use quotation marks around the names of magazines, newspapers, the Bible or books that are catalogues of reference materials.

> The New York Times reported the story.
> He reads the Bible every morning.

It's/Its
It's means "it is" or "it has." "Its" is possessive.

J

Jr.

There is no comma between the last name and Jr.

> John Jones Jr.

K

K-12

Stands for kindergarten through 12th grade. Do not spell out in text.

L

Lay/Lie

The action word is lay (lay, laid, laying) and takes a direct object. Lie indicates a state of reclining along a horizontal plane and does not take a direct object (lie, lay, lain, lying).

> He is going to lie on the beach this afternoon.
> He lay on the beach all day yesterday.
> I will lay my beach towel next to his.

Less/Fewer

Use "less" for things you can't count:

> The staff is less gloomy since profits went up.

Use "fewer" for things you can count:

> At CCM, fewer than 4 percent of students take the bus to campus.

Exception: Use less than with plural nouns that refer to time periods, amounts of money, but not people:

less than a dozen years ago
less than a dollar

Like/As

Use like to compare nouns and pronouns:

Karen sings like a bird.

Use as to introduce clauses:

Karen sings as a way to share her feelings.

Logo Usage

Like other institutions, CCM is recognized in large part by its graphic images, most notably its logos and official colors. Given that, it is important to maintain a consistent graphic image that is as distinctive as CCM to increase awareness of the excellence that defines the college.

Please use the colleges logos found in the Marketing Tool Kit on OneDrive and contact MPR if you need assistance at MarketingandPublicRelations@ccm.edu.

Incorrect Usage
If used incorrectly, the logo loses its ability to convey a consistent, quality image of CCM.
- Do not change the font size or any other element of the logo.
- Do not stretch the logo which will distort its shape.
- Do not change the color of any element of the logo.

Questions about logo usage should be directed to Kathleen Brunet, director of Marketing & Public Relations, by calling 973-328-5052 or emailing kbrunet@ccm.edu.

There are three official "Icons" that are part of the CCM brand that may be used on various publications, brochures, posters, college "give-aways," folders, sweatshirts and t-shirts, in advertising, etc.

They are as follows:
1. **The Official Seal of the College** – This is generally used on official documents such as diplomas, transcripts, trustee proclamations, some trophies and plaques .

2. **<u>The College Logos</u>** –The logos can be adapted by adding the department's name below the logo and is to be used on all official college publications, brochures, stationary, business cards (except athletic department business cards where the mascot is used), advertising and marketing pieces etc.

3. **<u>The College Mascot</u>** – The college's official mascot is the Titan. There is only one official rendition of the Titan. This mascot can be used on some materials that depict a less formal approach to the college. It is used primarily by our Athletic department for team uniforms, schedules, publications, business cards and other athletic activities. Like any college mascot, it may be used by any other area wishing to portray the Titan.

M

Millions/Billions

Use figures in all except casual uses:

> $7 million, a billion dollars, 2 million people

Do not go beyond two decimals:

> $7.25 million, 2.75 million people)

Do not hyphenate:

> $300 billion budget

Money

Use commas above 999 ($1,234). For even dollar amounts, do not add .00 ($30 not $30.00). Spell out cents for amounts less than a dollar (five cents). Use figures with million/billion ($2.25 million).

Months

Do not abbreviate months; spell them out (November, not Nov.)

N

New Jersey (see States on page 25)

Nonprofit
Is written as one word without a hyphen. The only exception is when it is hyphenated as part of a formal title.

Not Only
This phrase should be followed with "but also":

She is not only the fastest runner in the world, but also the oldest.

Numbers
Spell out numbers zero through nine; use numerals for all numbers 10 and above, except for ages, dimensions and percentages. Spell out numbers at the start of a sentence. Use commas for numbers above 999 (1,234).

Some exceptions to the above are:

4th edition	2 percent
6-foot-2-inches	19th-century novel
4 years old	

When referring to course credits, always use numerals unless a number begins the sentence, then spell out.

O

Online
Is written as one word without a hyphen, not as on-line

P

Parallel Structure

Means using the same pattern of words to show that two or more ideas have the same level of importance. This can happen at the word, phrase or clause level. The usual way to join parallel structures is with the use of coordinating conjunctions such as "and" or "or."

> YES: Mary likes hiking, swimming and bicycling.
> YES: Mary likes to hike, swim and ride a bicycle.
> NO: Mary likes hiking, swimming and to ride a bicycle.

Parentheses

If the material inside the parentheses is not a complete sentence, put the period outside the parentheses (such as this fragment). If the material inside the parenthesis is a complete sentence, put the period inside the parentheses. (Here is an example.)

Percentages

Always use numerals with percentages and spell out the word percent in text.

> 50 percent
> 2.5 percent

Only use the percent sign (%) in tables and graphs and when text is extremely limited.

Periods

Are followed by a single space, not a double space.

Photo Credit

The photographer's name should appear alongside each photo contributed in print material and in press releases. If the photos for an article are provided by the same photographer, a single entry at the beginning or the end of the article may be used:

> Photo Credit: Shelley Kusnetz OR Photos: Shelley Kusnetz

Photo credits should not be listed in all capital letters.

Photography Identification

Use (l-r) to identify people in photographs when needed. When appropriate, CCM class years should be included in photo captions.

Plurals

Do not use an apostrophe with plural numbers (temperature in the low 20s, size 7s, styles of the 1920s, 747s); multiple letters (ABCs, IOUs, VIPs); or words (ifs, ands and buts). Use an apostrophe for single letters (the three R's, mind your p's and q's, report card with A's and B's).

Possessives

For nouns ending in s, add "s" unless the next word begins with s:

> the hostess's invitation
> the campus's mission
> the hostess' seat

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

> the students' groups
> the parents' concerns

For proper names ending in s, use only an apostrophe:

> Achilles' heel
> Dickens' novels

For special expressions ending in "s" or an "s" sound, followed by a word that begins with "s," use only an apostrophe:

> for appearance' sake
> for goodness' sake

For joint ownership, use the possessive form after the last word only:

> Lucy and Ethel's antics
> Batman and Robin's adventures

If the objects are individually owned, however, use the possessive form for both:

Timmy's and Laura's toys

For compound words, use the possessive form for the word closest to the object possessed:

the attorney general's request
 John F. Kennedy Jr.'s career

For phrases in the possessive form, use an apostrophe:

a day's pay
two weeks' vacation
your money's worth

President
Capitalize president only as a formal title before a name. Lowercase in all other uses.

Proper Names
Lowercase the common noun elements of names in all plural uses:

Morris and Essex counties
Fall and Spring semesters

Q

Quotation Marks
Always place periods and commas inside quotation marks. Semicolons and colons are placed outside quotation marks. Question marks go inside or outside, depending on the meaning.

Who wrote "Gone with the Wind"?
He asked, "How long will it take?"

If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put close-quotation marks at the end of the first paragraph. Do, however, put open quotation to mark the start of the second paragraph.

Also see Books, Periodicals, Reference Works and Other Compositions (page 6).

R

Room Numbers

Use figures and capitalize "room" when used with a figure:

Room 222

RSVP

(not R.S.V.P.)

S

Seasons

Lowercase spring, summer, fall, winter and derivatives unless part of a formal name:

Fall Semester
Spring Semester

The season is capitalized when it refers to a semester of school:

Fall 2001
Spring 2004

Semicolon

Use a semicolon to separate elements of a series when individual segments contain material that also must be set off by commas:

The alumnus has a son, John Smith, of Chicago; and three daughters, Jane Smith, of Wichita, Mary Smith, of Denver; and Susan Kingsbury, of Boston.

Note: The semicolon is used before the final element in such a series.

Place semicolons outside quotation marks.

Sentence Spacing

Only use one space between sentences, not two.

Since/Because

Since refers to a period of time. Because gives a reason or a cause.

Spring Semester

With initial caps – Spring Semester, NOT: spring semester.

State(s)

Lowercase, except when referring to a formal name or title

> A state grant
> A New Jersey State Department of Transportation grant

When the name of a state name appears in the body of a text, spell it out; do not abbreviate.

> New Jersey is a diverse state in geography and population.
> NOT: NJ is a diverse state in geography and population.

Also when "State" is used before the name of a state, it should be capitalized.

> The State of New Jersey was selected for the convention.
> NOT: The state of NJ was selected for the convention.

When the name of a city and state are used together, the name of the state should be abbreviated; CCM style is to use the two letter Zip-Code abbreviations. However, when listing New Jersey towns, do not include the state designation.

> She is from, Forty Myers, FL.
> She is from Randolph.

Summer Session

Is written with initial caps: Summer Session

Superscripts

Superscripts should be used only in scientific and mathematical writing. Using them in other text only interrupts the flow of text.

> YES: Einstein's theory of relativity is stated as $e = mc^2$
> YES: The college is celebrating its 40th anniversary.
> NO: The college is celebrating its 40th anniversary.

T

Team

Use a singular verb and pronoun "it" when referring to the team as a collective unit. However, the team name takes a plural verb.

> The team is traveling to New York this weekend.
> The New York Yankees are traveling to Florida for the season.

Telephone Numbers

Use hyphens

> 973-328-5250

For extensions, use: ext.

That, Which, Who, Whom

Use "who" and "whom" when referring to persons and to animals with a name. Use "that" and "which" when referring to inanimate objects and to animals without a name.

Use "that" to introduce an essential clause:
> I like to read books that have a historical context.

"Which" is used to introduce a nonessential clause and should be preceded by a comma:
> German 101, which the school initiated last year, has been canceled.

Theater
Use this spelling unless the proper name includes theatre.

There's /Theirs
There's means "there is" or "there has." Theirs is possessive.

Time
Use a.m. and p.m. (not AM and PM); 9 a.m. and 9 p.m. (not 9:00 a.m. and 9:00 p.m.); noon and midnight (not 12 p.m. or 12 noon, and 12 a.m.); 7-9 a.m. (not 7 a.m.-9 a.m.).

Titles
Capitalize formal titles when they appear as "stand-alone" text:

"Everyone had a great time at the CCM Foundation Golf Outing."

Capitalize the entire title when the title precedes the name, and capitalize the formal names of the school and department when it follows the name (divisions are capitalized formally and informally):
President Anthony J. Iacono
Bette Simmons, vice president for Student Development & Enrollment
Management (Note: The Division name is uppercase)

U

United States
Spell out when used as a noun. Use U.S. (with periods/no space) as an adjective.
Her goal was to do a coast-to-coast tour of the United States.
The college received a $5 million grant from the U.S. Department of Labor

URLs
Do not include https before a website that includes www – only with those that do not.
For more information, visit www.ccm.edu
To learn more, visit https://developer.mozilla.org

V

Versus

Write as vs. with a period at the end and not as "vs" or "v.s."

W

Website

Is written as one word without a hyphen and is lowercase except when beginning a sentence. The same is true of web, webcam, webmaster, web page.

Who's/Whose

Who's means who is or who has. Whose is possessive.

Y

You're/Your

You're means you are. Your is the possessive.