

DESIGN AND BRAND GUIDELINES



WITH PURPOSE. WITH PROMISE.

CONTENTS

02

MESSAGE

Mission & Purpose03

04

LOGO

Full Logo05

Lockup Variations06

Proximity07

Incorrect Use08

In Use09

10

COLOR

Brand Palette11

In Use12

Logo Application13

14

FONTS

Families15

In Use16

17

ELEMENTS

Icons18

Graphs and Charts19

In Use20

21

PERSONALITY

Voice22-23

Behaviors24

The Morehead-Cain25

26

STYLE

Abbreviations27-28

Capitalization29-33

Forms of Address34-35

Commas36

Semicolons37

Ellipses38

Hyphens39

Numbers40

Dates41

Population Groups42

University Terminology43

Morehead-Cain
Terminology44-45

Wordiness, Active/Passive
Voice46

Miscellaneous47-49

Social Media50

MC Network51

Morehead-Cain
Document Set-up52

Example Basic Document
Layout53-54

Example Two-Page Letter
Layout55-56

Example Trustee Report
Layout57-58

Helpful Links and Tips59

Morehead-Cain Data
Entry Style Sheet60-75

Morehead-Cain and
Carolina Acronyms76

Glossary of Terms77-79



WITH PURPOSE. WITH PROMISE.

Our brand identity is the tangible expression of all that Morehead-Cain stands for, and the purpose of these guidelines is to maintain strength and consistency in our brand.

OUR MISSION

The mission of the Morehead-Cain Foundation is to sustain and enhance the excellence of the University of North Carolina at Chapel Hill.

How do we do that?

By fulfilling **our purpose**, every day.



OUR PURPOSE

The purpose of the Morehead-Cain Foundation is to identify, invest in, and inspire promising leaders.



LOGO

LOGO



WITH PURPOSE. WITH PROMISE.

LOGO WITH MARK AND TAGLINE

The full Morehead-Cain logo lockup is comprised of three parts:
The UNC Old Well mark, the Morehead-Cain type treatment,
and the tagline.

LOGO LOCKUP VARIATIONS



LOGO WITH MARK



MARK ONLY

USE THE LOGO THAT FITS YOUR PIECE

Where space is limited, the logo without the tagline can be used. The mark may be used alone as an icon representing Morehead-Cain when size makes text illegible or as a design element.

LOGO PROXIMITY



USE MARK AS PROXIMITY INDICATOR

Always ensure enough clear space around the logo by using the Old Well mark to indicate the minimum distance allowed between the logo and other elements like text, photography, borders, etc.

LOGO IN USE



LOGO INCORRECT USE



DON'T RE-ARRANGE ELEMENTS



DON'T RE-SIZE ELEMENTS



DON'T STRETCH LOGO



DON'T SKEW LOGO



DON'T USE SECONDARY COLORS IN LOGO



DON'T PLACE ON LOW CONTRAST BACKGROUNDS



COLOR

COLOR BRAND PALETTE

PMS 383 U
CMYK 47 / 27 / 100 / 5
RGB 178 / 187 / 30
HEX 999933

PMS 634 U
CMYK 85 / 47 / 32 / 7
RGB 36 / 113 / 139
HEX 24718B

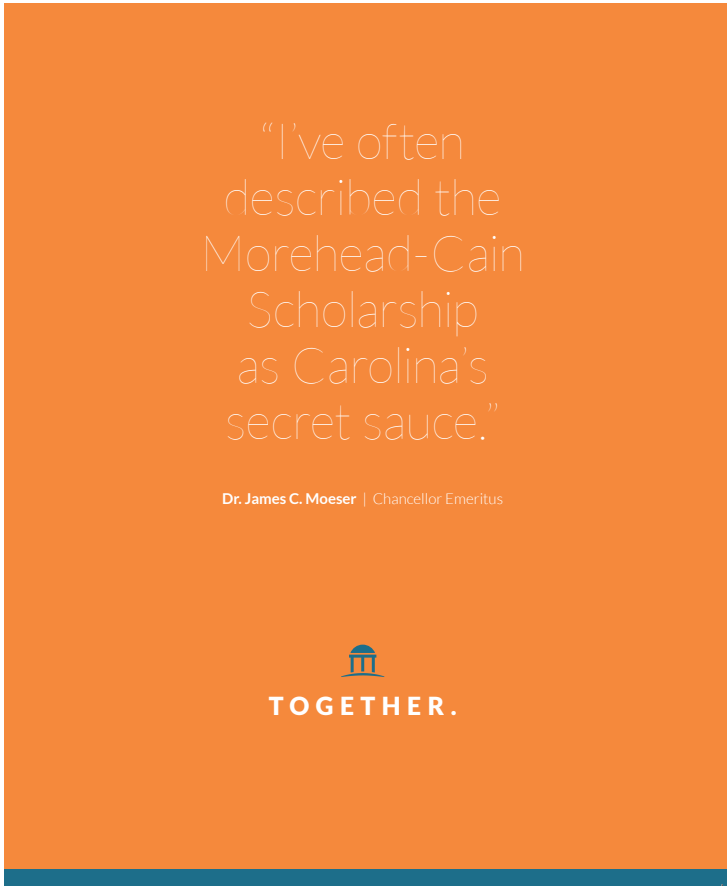
PMS 144 U
CMYK 0 / 56 / 85 / 0
RGB 248 / 154 / 64
HEX F8893A

PMS 200 U
CMYK 19 / 83 / 56 / 4
RGB 195 / 78 / 92
HEX C54E5D

PMS 542 U
CMYK 60 / 19 / 1 / 0
RGB 75 / 156 / 211
HEX 4B9CD3

PMS 7676 U
CMYK 53 / 53 / 16 / 0
RGB 134 / 124 / 165
HEX 867CA5

COLOR IN USE



COLOR LOGO APPLICATION



Morehead-Cain

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FONTS



FONTS FAMILIES

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! ? < > : ; () \$ %**

LATO BLACK

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! ? < > : ; () \$ %

LATO REGULAR

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! ? < > : ; () \$ %

LATO LIGHT

**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! ? < > : ; () \$ %**

JUDSON BOLD

FONTS IN USE

GAP YEAR OPTION

HEADLINE • LATO BLACK

What is a Morehead-Cain Partner?

SUBHEAD • LATO LIGHT

You'll find in this packet a listing of the courses available to you with a brief description of each one. We will also be sending you more information about the courses by e-mail, but in the meantime, please visit www.nols.edu and www.outwardbound.org to learn more.

BODY • LATO LIGHT, LATO BLACK

CHAMPION *the* JOURNEY

FEATURE TEXT • LATO LIGHT, JUDSON ITALIC

“Experiences that involve culture and language immersion, service, and employment challenge students to step outside their comfort zones.”

QUOTE • JUDSON ITALIC

BRAND FONT FAMILIES

Lato is Morehead-Cain's primary font family and should be used whenever possible to communicate brand messaging.

Use Judson for accent text only.



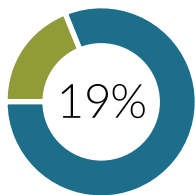
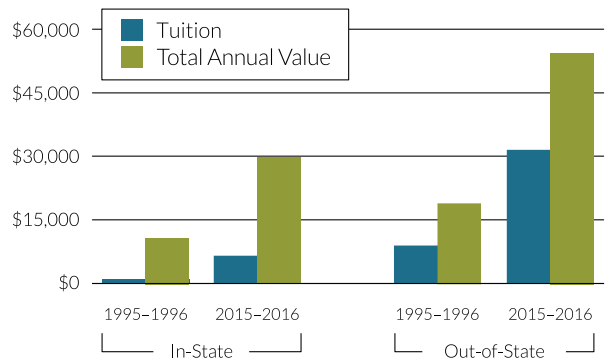
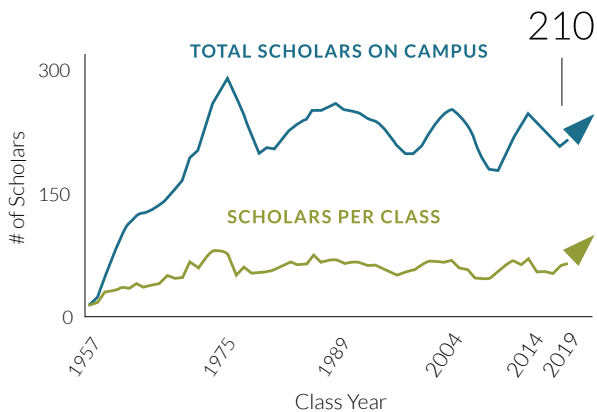
ELEMENTS



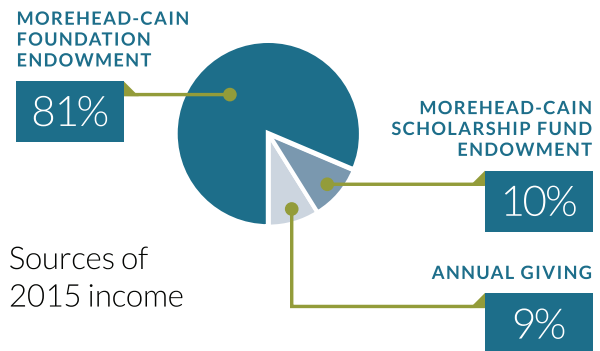
ELEMENTS ICONS



ELEMENTS GRAPHS AND CHARTS



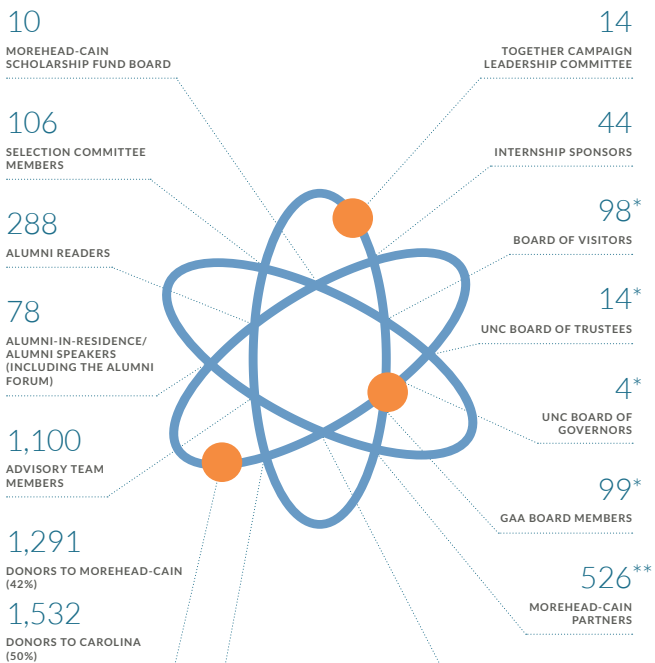
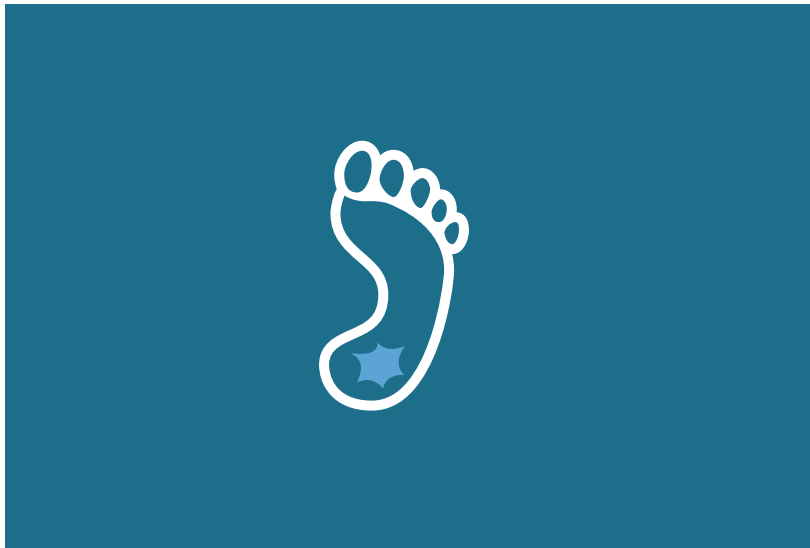
of all 2015 expenses were covered by gifts from alumni and friends.



INFOGRAPHIC DESIGN

Consider utilizing brand fonts and colors to visually display interesting facts and numbers. This gives a friendly approachable feel to information heavy pieces.

ELEMENTS IN USE





PERSONALITY

PERSONALITY VOICE

WHO ARE WE, AND WHAT DO WE WANT TO BE KNOWN FOR?

The answers to these questions guide the tone we strike when we communicate. A well-formed “Morehead-Cain voice” helps us develop a consistent persona across all of our communications, while maintaining the personality and authenticity scholars, alumni, and friends of the Foundation expect.

We should follow the basics when posting. An active voice and simple, direct language packs

the most punch. Here are a few words to think of when considering our voice:

INSPIRING

ADVENTUROUS

PASSIONATE

POSITIVE

WELCOMING

SMART

DETERMINED

HERE IS OUR PERSONALITY AS MOREHEAD-CAINS:

“We are adventurous, embracing stretch experiences that knock us out of our comfort zones. We are creators, thinkers, and explorers who are energized by new ideas and thrive on connecting with others. We celebrate teamwork and humility, and we understand that our journey will force us to adapt to a changing world and learn from our mistakes.

We are Tar Heels, unafraid to speak our minds.

We are curious, ask smart questions, and search for creative solutions. We seek the expertise of others. We see the world as full of potential and we aspire to have a meaningful impact on it. We believe in the good of others. We laugh. We also support those who come after us, because we are grateful for the support of those who came before.”

PERSONALITY VOICE

RESOLUTE

Passionate—championing our beliefs and pursuits, including Morehead-Cain

Determined, authentic, and unafraid to speak our minds

Reflecting a balance between confidence and humility

CURIOUS

Asking smart questions and seeking multiple answers

Pursuing the insights and expertise of others

Sharing newfound knowledge and inspiration with others in our community

OPTIMISTIC

Seeing the world as full of human potential and driven to have a meaningful impact on it

Solutions-oriented—thoughtful, questioning, and resilient in the face of adversity

Aspirational—encouraging others through our persistent joy, humor, and positivity

EMPATHETIC

Respectful of the perspectives of others and valuing listening above talking

Compassionate about the struggles of others, even when their concerns don't directly impact us

Supportive of those who come after us because we appreciate the support of those who came before us

PERSONALITY BEHAVIORS



INSPIRE SELF-DISCOVERY

WE EMBRACE STRETCH EXPERIENCES AS A WAY OF LIFE.

We yearn to dream, explore, expand, develop, and discover what we're made of. We strive for a deeper understanding of our own strengths and weaknesses, values and beliefs, convictions and worldview. We are steadfastly curious, provoking inventive thinking, challenging convention, and pursuing answers to the most puzzling issues of our time. Our quest to better ourselves through new experiences will never end.



CATALYZE CONNECTIONS

ACCEPTING THE MOREHEAD-CAIN MEANS AN OPPORTUNITY FOR LIFETIME MEMBERSHIP IN OUR COMMUNITY.

As creators, thinkers, and adventurers, we thrive on connecting with others like us. We mobilize our network to support, inspire, and inform each other. We spark conversations—whether on issues related directly to us or on those beyond our scope. We highlight the times when our connections create magic or propel momentum, and we nurture our community as a competitive advantage for all.



CULTIVATE LEADERSHIP

WE EMBODY THE CHARACTER AND VALUES WE ADMIRE IN GREAT LEADERS.

We champion integrity and celebrate teamwork, *giving* more than we expect to get. We honor humility and respect the roles of others in our successes. We take responsibility for missteps and are transparent about addressing them. As thought leaders, we have the courage to engage in debate and take a stand on what must be protected or corrected. We cultivate the legacy of Morehead-Cain as a positive force for UNC and the world.



CHAMPION THE JOURNEY

ANY DESTINATION WORTH SEEKING ENTAILS A JOURNEY THAT IS EQUALLY VALUABLE AND INSPIRATIONAL.

We celebrate what's required to navigate obstacles, adapt to a changing world, move forward from mistakes, and pivot to new directions in pursuit of our passions and goals. We shine a light on moments where character and leadership are revealed—whether they demonstrate fortitude or imperfections. In striving for success, we believe the path is just as important as the achievement.

PERSONALITY THE MOREHEAD-CAIN

✓ A MOREHEAD-CAIN . . .

Loves learning beyond academic achievement; has a natural curiosity about the world, people, and life

Is not only a thinker but also a doer (or a creator or organizer or adventurer or pioneer or . . .)

Is self-motivated and strives for achievement defined on his or her own terms

Is a leader who thrives in a team environment

Shows empathy and compassion toward people and cares about issues that affect the world and his or her own world

Enjoys “stretch” experiences—stepping outside the comfort zone, being exposed to new environments, and probing self-discovery

Wants to be defined by more than a GPA

Wants to have a meaningful impact and garner respect—perhaps renown—but is not comfortable boasting and values humility

Is as easily inspired as he or she is inspiring



STYLE

**Morehead-Cain follows the recommendations of the
Chicago Manual of Style. Specifics are as follows.**

STYLE ABBREVIATIONS

STATES

In running text, the names of states, territories, and possessions of the United States should always be spelled out when standing alone and preferably (except for DC) when following the name of a city.

✓ **FOR EXAMPLE:**

“Durham, North Carolina, often is called the City of Medicine.”

In bibliographies, lists, and mailing addresses they are usually abbreviated. The two-letter, no-period state abbreviations preferred by the United States Postal Service should always be used where a ZIP code follows, and they may appear in any context where abbreviations are appropriate.

See [N.C.](#) for more information.

UNITED STATES

United States should be written out when possible. In addition, because United States is a noun it should not be used as an adjective if a nonclumsy construction can be found:

✓ **CORRECT USAGE**

Students who are citizens of the
United States

✗ **INCORRECT USAGE**

U.S. students

United States students

See [U.S.](#) for more information.

DEGREES

The *Chicago Manual of Style* recommends PhD instead of Ph.D., BA instead of B.A., MEd instead of M.Ed., etc.

ORGANIZATIONS

Acronyms and the abbreviations of names of organizations should not, as a rule, be followed by periods:

STYLE ABBREVIATIONS

✓ CORRECT USAGE

NATO

MIT

AFL-CIO

CIA

UN

In most instances the name of an organization should be spelled out when it is first given:

✓ CORRECT USAGE

Massachusetts Institute of Technology

Thereafter the abbreviation can be used. If the abbreviation or acronym is readily understood, there is no need to put it in parentheses immediately following the first full reference to the organization.

A.M. AND P.M.

Abbreviations for a.m. and p.m. are as shown. When writing times of events or appointments, please use the following style:

✓ CORRECT USAGE

5:00 p.m.

✗ INCORRECT USAGE

5 PM

When writing about beginning and ending times and using the proper construction. If there's a "from," there needs to be a corresponding "to."

✓ CORRECT USAGE

from 11:00 a.m. to 2:00 p.m.

✗ INCORRECT USAGE

from 11:00 a.m.-2:00 p.m.

RSVP

As of 2017, we are no longer using the obsolete abbreviation for "Répondez s'il vous plaît" (R.s.v.p), but are modernizing to RSVP— all capital letters, no periods.

STYLE CAPITALIZATION

Generally, the manual recommends a down style. This means the use of fewer capitals. When in doubt, do not capitalize.

PROPER NAMES

Capitalize proper names of Morehead-Cain programs and constituents:

✓ CORRECT USAGE

Morehead-Cain Foundation

Morehead-Cain Scholarship

Morehead-Cain Scholars Program

Morehead-Cain Program

Morehead-Cain Central Selection Committee

Morehead-Cain Summer Enrichment Program

Morehead-Cain Scholars

Morehead-Cain Alumni, etc.

Unless used in a proper title, we no longer capitalize the first letter in scholar, scholars, alumnus, alumna, alumni, alumnae, trustees, staff, director, board, and scholarship when referring to the Morehead-Cain Foundation and its constituents. We have not capitalized finalist or semifinalist anyway, but they will remain lowercased, too!

✓ FIVE PROPER NAME CAPITALIZATION EXCEPTIONS:

Foundation: when referring to the Morehead-Cain Foundation

Program: when referring to the Morehead-Cain Program

Fund: when referring to the Morehead-Cain Scholarship Fund

Forum: when referring to the Morehead-Cain Alumni Forum

Summer Enrichment Program: when referring specifically to our SEP

STYLE CAPITALIZATION

PROPER NOUNS

We do capitalize those words in the following “proper noun” instances:

✓ CORRECT USAGE

Morehead-Cain Scholar

Morehead-Cain Alumni

Morehead-Cain Trustees

Morehead-Cain Alumni Forum

Morehead-Cain Scholarship Fund Board

Morehead-Cain Summer Enrichment Program

Morehead-Cain Alumni and Scholars

Twenty-five Morehead-Cain Scholars attended the tea at the Foundation.

Mrs. Cain found herself surrounded by scholars at the tea.

The Foundation continues to make improvements to the Program.

All Morehead-Cain Alumni are invited to return to Chapel Hill for the Morehead-Cain Alumni Forum.

There are usually about 300 alumni in attendance at the Forum.

The Morehead-Cain Summer Enrichment Program was established in 1974.

The Summer Enrichment Program is one of the defining features of the Morehead-Cain Program.

The Morehead-Cain experience includes a summer enrichment program.

The Morehead-Cain Scholarship Fund Board meets three times a year. The board is made up of alumni, scholars, and UNC representatives.

STYLE CAPITALIZATION

TITLES

Capitalize all position titles (conferred and traditional educational, occupational, and business) when used specifically in front of the name or after the name in formal documents such as diplomas and proclamations, in programs for special events, and in lists. Do not capitalize these titles in the text, i.e., body copy, when they follow the name or when they stand alone.

✓ CORRECT USAGE

Professor Simon Blackburn of the Department of Philosophy was the featured speaker.

He is a professor in the department.

Simon Blackburn, professor of philosophy, gave the convocation.

Speakers:

Simon Blackburn, Professor of Philosophy
Evelyn A. Smith, Clinical Associate Professor of Epidemiology

Capitalize named, distinguished, and similar professorships in all cases.

✓ CORRECT USAGE

University Professor of Mathematics

IBM Professor in Science

William Neal Reynolds Professor of Mathematics

Distinguished University Research Professor

Capitalize named scholarships, awards, and events in all cases.

✓ CORRECT USAGE

Morehead-Cain Scholar

Davie Award

Tanner Teaching Award

SPA Employee of the Year

Alumni Distinguished Award

Madrigal Dinner

Chancellor's Club

University Day

Names of departments, schools, offices, organizations, committees, societies, institutes, centers, boards, etc., are capitalized when referenced in full and lowercased when not referenced in full.

✓ CORRECT USAGE

John Donne, chair of the Department of English, gave the opening comments. He has been chair of the department since 2010.

Mary Phillips teaches at the Kenan-Flagler Business School. She is one of fifteen visiting professors at the school.

The Office of the Dean of Students is located in Steele Building.

The Board of Trustees met on Thursday. The meeting schedule for the board varies.

McFall is a member of the Society of Fellows. He joined the society in 1999.

STYLE CAPITALIZATION

ACADEMICS

Degrees are not capitalized:

✓ **CORRECT USAGE**

He is working toward a master's degree.

She received her doctorate in 2010.

Jeff is pursuing a bachelor's degree in dramatic art.

He received a bachelor of arts in accounting.

The doctor of philosophy requires three extra years of study.

Fleming will graduate with a master of science in aerospace engineering in May.

Academic fields are not capitalized:

✓ **CORRECT USAGE**

He teaches criminal law, criminal procedure, and evidence

However, specific course or subject names are capitalized:

✓ **CORRECT USAGE**

Dr. Cartland teaches MA201, Analytical Geometry.

Art II is a prerequisite.

SEMESTERS AND YEARS

Lowercase terms designating academic semesters and years:

✓ **CORRECT USAGE**

first-year, sophomore, junior, senior

Mary Larsen, a first-year, is a Morehead-Cain Scholar.

Unless addressing the group in a letter or email:

✓ **CORRECT USAGE**

Dear First-Years, Dear Sophomores, Dear Juniors,
Dear Seniors

Lowercase terms designating seasons:

✓ **CORRECT USAGE**

fall, spring, summer

Ms. Larsen will graduate in spring 2014.

First-years entering UNC-Chapel Hill in fall 2017...

MATH 201 ANALYTICAL GEOMETRY (3). Course description . . . Fall, spring. Reeves.

Lowercase "gap year."

STATE

The word "state" is usually not capitalized:

✓ **CORRECT USAGE**

The state of North Carolina

STYLE CAPITALIZATION

✓ ADDITIONAL CAPITALIZATION GUIDELINE EXAMPLES:

The vice chancellor left at noon.

Vice Chancellor Smith left at noon.

Evangeline Smith, the vice chancellor, left at noon.

Dr. Andrew Green, chair of the Department of Biology, was named director of Honors Carolina.

Dean Ellen R. Drill of the School of Law chairs the committee. The dean has been associated with the school since 1990, when she joined the Department of Maritime Law as an assistant professor.

Dr. Henry Jack, assistant professor, Department of Chemistry, spoke to the Faculty Council.

Margaret Spellings is president of the University of North Carolina. At a system meeting, President Spellings discussed research priorities with Chancellor Folt. After the meeting, the chancellor returned to campus.

Donald Trump is the president of the United States. The president will visit UNC-Chapel Hill in May.

Roy Cooper, governor of the state of North Carolina

The governor of North Carolina

Governor Roy Cooper; Governor Cooper

STYLE FORMS OF ADDRESS

SAME LAST NAME

Our alumni (male or female) always come first in the SalFormalwSpouse field, and the woman always comes first in the SalCallwSpouse and InformalwSpouse fields.

If the husband is an alumnus, couples with the same last name are referred to as Mr. and Mrs.:

✓ **CORRECT USAGE**

Mr. and Mrs. Frank C. Sullivan

Dear Barb and Frank:

If the husband is an alumnus and only the husband is a Dr.:

✓ **CORRECT USAGE**

Dr. and Mrs. Robert E. Sevier

Dear Pat and Bob:

If both spouses are alumni and the wife is a Dr., she comes first:

✓ **CORRECT USAGE**

Dr. Heather Brown Smith and Mr. Richard M. Smith

If both spouses are Drs. and the husband is an alumnus, he comes first, but they are listed individually:

✓ **CORRECT USAGE**

Dr. Amit Gupta and Dr. Priyanka Rao Gupta

Dear Priyanka and Amit:

If both spouses are Drs. and they are both alumni, the husband comes first, but they are listed individually:

✓ **CORRECT USAGE**

Dr. Scott M. Baker and Dr. Kristin D. Baker
(husband first, full names are for both)

Dear Kristin and Scott:

If both spouses are Drs. and the wife is an alumna, the wife comes first, but they are listed individually:

✓ **CORRECT USAGE**

Dr. Tara Lynn Neubrand and Mr. Tracey A. Neubrand

Dear Tara and Tracey:

If only the wife is a Dr.:

✓ **CORRECT USAGE**

Dr. Joan T. Perry and Mr. James S. Perry (wife comes first because her title is the “higher” of the two)

Dear Dr. Perry and Mr. Perry:

DIFFERENT LAST NAMES

If a married couple has different last names:

✓ **CORRECT USAGE**

Mr. David A. Smith and Ms. Teresa M. Price

Dear Mr. Smith and Ms. Price:

STYLE FORMS OF ADDRESS

If only the husband is a Dr.:

✓ **CORRECT USAGE**

Dr. Zhilin Li and Ms. Xiaoyun Wang

Dear Dr. Li and Ms. Wang:

If only the wife is a Dr.:

✓ **CORRECT USAGE**

Dr. Abbe Rosenbaum and Mr. Luis Silberwasser

Dear Dr. Rosenbaum and Mr. Silberwasser:

If both spouses are Drs:

✓ **CORRECT USAGE**

Dr. Benjamin H. Layne and Dr. Sherry K. Gaines

Dear Dr. Layne and Dr. Gaines:

If both spouses are physicians, but husband is an alum, list him first and write out both full names:

✓ **CORRECT USAGE**

Dr. Ibrez R. Bandukwala and Dr. Claire A. Parker

Dear Claire and Ibrez:

WOMEN'S TITLES

Married women are referred to as Mrs., either using their husband's first name or their own:

✓ **CORRECT USAGE**

Mrs. John C. Smith or Mrs. Mary E. Smith

Divorced or widowed women can still be called Mrs. if they retain their husband's last name. If they return to the use of their maiden name, they are called Ms.:

✓ **CORRECT USAGE**

Mrs. Mary Anne Dickson

Ms. Lucy H. Chatham

If a married woman prefers to be called Ms. and makes the request, we will change her salutation information in Access. However, for consistency's sake, we prefer to have everyone referred to in the same way.

STUDENT TITLES

Scholars are referred to as:

✓ **CORRECT USAGE**

first-year

sophomore

junior

senior

First-Year Picnic

Senior Dinner

The plural of underclassman is underclassmen.

STYLE **COMMAS**

Use the serial comma when listing three or more items in a sentence:

✓ **CORRECT USAGE**

He is studying math, chemistry, and biology.

✗ **INCORRECT USAGE**

He is studying math, chemistry and biology.

Short introductory phrases can do without a comma:

✓ **CORRECT USAGE**

In 1991 the building was opened.

During his tenure he instituted a number of changes.

But if there is any chance of ambiguity, use a comma:

✓ **CORRECT USAGE**

In spring, time slows down.

Do not use a comma when the subject is the same in the second half of the sentence as in the first:

✓ **CORRECT USAGE**

The director is in charge of all administrative functions and handles complaints as well.

Use a comma with “which.” “Which” is used to set off a nonrestrictive clause—i.e., the clause doesn’t restrict the meaning:

✓ **CORRECT USAGE**

Particular efforts are made to develop short-term programs, which meets student needs.

Do not use a comma with “that.” “That” restricts the meaning of the clause:

✓ **CORRECT USAGE**

Particular efforts are made to develop programs that meet student needs.

In the month-day-year style of dates, *Chicago* recommends commas before and after the year.

✓ **CORRECT USAGE**

The scholars left Chapel Hill on May 10, 2016, and landed in Sydney on May 13.

The same construction should be used for day of week-month-day dates.

✓ **CORRECT USAGE**

Please return your forms to Lindsay by Wednesday, May 17, at 5:00 p.m.

If there is further text after the time of an event or meeting, the time should also be offset by commas:

✓ **CORRECT USAGE**

Please join the meeting on Thursday, April 10, at 4:00 p.m., in the East Room.

STYLE SEMICOLONS

USE OF COMMAS VS. SEMICOLONS IN A SERIES

Only when elements in a series include internal punctuation (or when they are very long and complex) do they need to be separated by semicolons. Otherwise, commas are preferred.

✓ CORRECT USAGE

Scholars involved in Campus Y committees, student government positions, theatrical roles, and high-level sports activities are all excused from having to attend the meeting.

✓ BUT . . .

Scholars involved in Campus Y committees, such as Big Buddy or HYPE; student government positions, including student body president; theatrical roles; and high-level sports activities are all excused from having to attend the meeting.

STYLE ELLIPSES

An ellipsis is the omission of a word, phrase, line, paragraph, or more from a quoted passage.

We follow the *Chicago Manual of Style*, which says to indicate such omissions by the use of three spaced periods.

ELLIPSIS POINTS ARE NORMALLY NOT USED:

Before the first word of a quotation, even if the beginning of the original sentence has been omitted.

After the last word of a quotation, even if the end of the sentence has been omitted.

A period at the end of a sentence is retained before an ellipsis indicating the omissions of material immediately following the period.

STYLE HYPHENS

Don't use a hyphen for adverb-participle constructions:

✓ **CORRECT USAGE**

ideally situated building

Don't use a hyphen for simple verb phrases:

✓ **CORRECT USAGE**

She is good at decision making.

Do use a hyphen when the phrase modifies a noun:

✓ **CORRECT USAGE**

decision-making process

Use a down style when deciding whether to hyphenate words or not. If there is no chance of ambiguity, it's fine to eliminate the hyphen:

✓ **CORRECT USAGE**

small section instruction

THE MANUAL LISTS THE FOLLOWING PREFIXES AS NOT NEEDING A HYPHEN:

ante

infra

mini

pro

super

anti

inter

multi

proto

supra

bi

intra

neo

pseudo

trans

bio

macro

non

semi

ultra

co

meta

over

socio

un

counter

micro

post

sub

under

extra

mid

pre

This means that **nonprofit** has no hyphen.

STYLE NUMBERS

Write out numbers up to ninety-nine unless it would be confusing (e.g., in a comma-delimited list).

Any number at the beginning of a sentence is spelled out.

Spelled out numbers are hyphenated:

✓ **CORRECT USAGE**

twenty-one through twenty-nine

thirty-one through thirty-nine

Categories use the same style, spelled out or in figures within a paragraph and in succeeding paragraphs:

✓ **CORRECT USAGE**

There are 56 students of classics, 25 students of philosophy, 117 students of math . . .

Ordinal numbers follow the same rules as cardinal numbers:

✓ **CORRECT USAGE**

first

second

third

When writing about percentages in the run of text, use numerals for the numbers and spell percent as one word:

✓ **CORRECT USAGE**

The class of 1990 is already at 80 percent participation.

STYLE DATES

Unless the year appears at the beginning of a sentence, it is written in numerals:

✓ **CORRECT USAGE**

The University opened its doors in 1793.

Nineteen sixty-eight was a tumultuous year.

✓ **OR, BETTER:**

The year 1968 was a tumultuous one.

When abbreviating a year, the first two digits are replaced by an apostrophe (not an open single quote):

✓ **CORRECT USAGE**

The spirit of '76

John Jones '88

 **HELPFUL HINT:**

Microsoft Word will turn the open single quote into an apostrophe if you simply type the single quote and the class year and then hit the space bar.

No comma when writing just month and year:

✓ **CORRECT USAGE**

August 2016

May 2017

Comma is used in Month/Day/Year format but not in the Day/Month/Year format:

✓ **CORRECT USAGE**

May 29, 2017

29 May 2017

Do not use nd, st, th, rd in dates

✓ **CORRECT USAGE**

May 20

March 2

✗ **INCORRECT USAGE**

May 20th

March 2nd

Particular centuries are written out and lowercased:

✓ **CORRECT USAGE**

The twenty-first century

A ninth-century artifact

The eighteenth hundreds (the nineteenth century)

Decades are either spelled out and lowercased or written in numerals. When written in numerals, there is no apostrophe between the year and the "s."

✓ **CORRECT USAGE**

The nineties

The 1980s

STYLE POPULATION GROUPS

Whether terms such as African American, Italian American, Chinese American, and the like should be spelled open or hyphenated has been the subject of disagreement.

Chicago states that if the hyphen does not aid comprehension, it may be omitted unless the writer prefers it.

Designations based loosely on color are usually lowercased, though capitalization may be appropriate if the writer strongly prefers it.

✓ **CORRECT USAGE**

disability, disabled, etc.

✗ **INCORRECT USAGE**

handicap, handicapped

STYLE UNIVERSITY TERMINOLOGY

Use the full name of the University, the University of North Carolina at Chapel Hill, in the following instances:

On front covers of publications

On title pages of publications

On first reference in a chapter, section, or major unit of copy

In addresses

Use UNC-Chapel Hill, Carolina, and the University as the standard abbreviations for the University of North Carolina at Chapel Hill.

While we understand the University's wishes, the Foundation does use UNC as an abbreviation for the University, but only after it has first been referred to by the full name.

Lowercase the word "the" when you refer to the University by its full, formal name:

✓ **CORRECT USAGE**

She attends the University of North Carolina at Chapel Hill.

In first references to UNC system schools, use the full names:

✓ **CORRECT USAGE**

North Carolina State University

The University of North Carolina at Greensboro

Use the preposition "at," not a hyphen, before the city.

When referring to UNC-Chapel Hill, capitalize the word "University" in all instances—whether the word is used as a noun or adjective:

✓ **CORRECT USAGE**

Students attending the University may participate in a variety of University-wide activities.

STYLE MOREHEAD-CAIN TERMINOLOGY

When the proper noun “Morehead-Cain” is used to refer to the organization as a whole, it should either be preceded by the definite article and followed by “Foundation” or it should include neither the definite article nor “Foundation.”

✓ **CORRECT USAGE**

He has worked at the Morehead-Cain Foundation for five years.

Here at Morehead-Cain, we insist on excellence.

The full names of the Morehead-Cain Scholarship and the Morehead-Cain Program can be shortened to “the Morehead-Cain.”

✓ **CORRECT USAGE**

She was delighted to receive the Morehead-Cain in March.

There is nothing like the Morehead-Cain when it comes to preparing young leaders for the future.

Morehead-Cain Scholars and Morehead-Cain Alumni are referred to as Morehead-Cains.

✓ **CORRECT USAGE**

“I’m Alan Murray, and I’m a Morehead-Cain.”

She is happy to be a Morehead-Cain at the University of North Carolina at Chapel Hill.

The Morehead-Cain Foundation can be shortened to the Foundation. In official documents and Foundation communications, the term “the Morehead-Cain” should not be used to refer to the Foundation.

✓ **CORRECT USAGE**

Chuck Lovelace is executive director of the Morehead-Cain Foundation. He has been with the Foundation since 1984.

Scholars come to the Foundation (or the Morehead-Cain offices) to pick up their checks.

✗ **INCORRECT USAGE**

Chuck Lovelace is the executive director of the Morehead-Cain.

Scholars come to the Morehead-Cain to pick up their checks.

Capitalize the following:

✓ **CORRECT USAGE**

Morehead-Cain Foundation

Morehead-Cain Scholarship

Morehead-Cain Scholar

Morehead-Cain Scholarship Fund

the Foundation

the Program

the Fund

STYLE MOREHEAD-CAIN TERMINOLOGY

When not used in the full proper name, lowercase:

✓ **CORRECT USAGE**

trustees

staff

scholar

alumni

director

When referring to *Seven* (the program that encourages scholars to meet Morehead-Cains from all seven classes with whom they will attend Carolina), the word is always spelled out, the initial S is capitalized, and the word is italicized.

✓ **CORRECT USAGE**

The All-Scholar Kickoff was the first *Seven* event of the year.

When referring to the Morehead-Cain Summer Enrichment Program, use initial caps in any official use of the term. Put SEP in parentheses after the term if you will be using it several times in a document and you can then use SEP on second and subsequent uses.

The individual summer experiences are also capitalized:

✓ **CORRECT USAGE**

Outdoor Leadership Summer (OL)

Public Service Summer (PS)

Inquiry and Exploration Summer (IE)

International Research Summer (IR)

Private Enterprise Summer (PE)

We say selection process, but when shortening to one word, we say selections. We don't say selections process.

We say Final Selection Weekend or Finals Weekend. We don't say finalist weekend.

STYLE WORDINESS, ACTIVE/PASSIVE VOICE

Reduce wordiness as much as possible.

✓ **CORRECT USAGE**

All rules are strictly enforced.

✗ **INCORRECT USAGE**

It should be recognized that all rules are strictly enforced.

Readers understand active voice more readily than passive:

✓ **CORRECT USAGE**

The University enforces all rules.

STYLE MISCELLANEOUS

One space between sentences.

Please avoid the comma splice at all costs. A comma splice is two complete sentences joined by a comma. Please use a period instead! In special cases, a semicolon can be used.

✓ **CORRECT USAGE**

Thank you for your note. I appreciated it very much.

✗ **INCORRECT USAGE**

Thank you for your note, I appreciated it very much.

Words *not* to use:

✗ **INSTEAD OF:**

✓ **SAY:**

prior to

before

utilize

use
employ

 **NOTE:**

Utilize means to use something that is not normally used for the task at hand (e.g., “I couldn’t find the screwdriver, so I utilized a penny to turn the screw.” Or “There wasn’t a doorstop available, so we utilized a chair to prop the door open.”)

VERBS

kick off

check in

check out

follow up

set up

clean up

✓ **CORRECT USAGE**

We always kick off the year at the beginning of the fall semester.

Please check in when you arrive.

It would be best to check out before you go to lunch.

Please help me set up these tables. Can you stay to help clean up, too?

In their natural state as verbs, they are not hyphenated. If you need to use these words for another purpose (e.g., as a noun or as an adjective describing a noun), you must add a hyphen to hold them together. Not a verb=unnatural=needs help=needs a hyphen.

STYLE MISCELLANEOUS

ADJECTIVES

✓ CORRECT USAGE

The check-in table is over there.

Check-out time is 12:00 noon.

The set-up team will help the clean-up team if they are able.

The word kickoff as a noun or adjective is now one word with no hyphen:

✓ CORRECT USAGE

The kickoff was a huge success.

We held a kickoff dinner at the Dean Dome.

NOUNS

✓ CORRECT USAGE

The All-Scholar Kickoff went really well.

Check-in is always held before the orientation.

The Inn will ask for your keys at check-out.

Each team is responsible for its own follow-up.

Set-up and clean-up are easy if everyone helps.

EN DASHES

The en dash (–) is half the length of the em dash and longer than a hyphen. It is used to connect numbers and, less often, words. With continuing numbers, such as dates, times, and page numbers, it signifies up to and including (or through). For the sake of parallel construction, the word “to,” never the en dash, should be used if the word “from” precedes the first number in the pair; similarly, the word “and,” and never the en dash, should be used if

“between” precedes the first number.

✓ CORRECT USAGE

2010–2011

9:00–10:00 a.m.

See chapters 10–14

✓ BUT . . .

Please join us from 9:00 to 10:00 a.m.

She will be there between 10:00 and 10:15 p.m.

In some contexts, such as sports scores and directions, the en dash signifies just to.

✓ CORRECT USAGE

New York–Los Angeles flight

The Heels won 21–17.

HELPFUL HINT:

In Microsoft Word, the en dash is made by holding down the Ctrl key and hitting the - on the number pad on the keyboard.

STYLE MISCELLANEOUS

EM DASHES

The em dash (—) is used for sudden breaks in thought that cause a change in sentence structure:

✓ CORRECT USAGE

The older Morehead-Cain Scholars—those in the sophomore, junior, and senior classes—will each be responsible for one of the first-year scholars.

It can also be used to introduce an element that gives emphasis or explains a phrase already introduced in the sentence:

✓ CORRECT USAGE

The list of Morehead-Cain benefits could be described as tools—tools that, when combined with a scholar's own initiative, drive, hard work, and talent, will help him or her create an extraordinary life.

Other examples of uses of the em dash:

✓ CORRECT USAGE

Setting off the summarizing clause of a collective pronoun:

John Motley Morehead, John Lindsay Morehead, and Roy Armstrong—these were the early visionaries of the Morehead Program.

Setting off parenthetical elements:

✓ CORRECT USAGE

It is to those who do the real work of the Foundation—the school personnel, the selection committees, and the Morehead-Cain Alumni—that we owe a debt of gratitude.

HELPFUL HINT:

In Microsoft Word, the em dash is made by holding down the Ctrl key and the Alt key simultaneously and hitting the - on the number pad on the keyboard.

DASH QUICK REFERENCE:

HYPHEN - Connects two related words

EN DASH – Connects numbers, dates, times, page numbers, and sometimes words

EM DASH — Sudden thought breaks, emphasis, explanation

STYLE SOCIAL MEDIA

Style should be consistent on all social media platforms.

Twitter's character limit will sometimes force us to be creative, causing us to break some style rules if absolutely necessary.

When referring to a scholar or alumnus/a, spell out the full name and add class year.

✓ **CORRECT USAGE**

Luce Scholar Henry Ross '13 travels to Thailand next month.

If scholar or alumnus/a has a twitter handle, use it:

✓ **CORRECT USAGE**

Author @taylorbranch '68 will give a lecture next week

STYLE MC NETWORK

Style should be consistent on all MC Network Pages.

Use Tahoma 13-pt. for MCN editor when composing MCN emails. For some reason, this translates into 10-pt. type in the actual emails.

Formatting and spacing is often tricky using the MCN editor, be patient and try multiple browsers (Firefox, Chrome, Safari, and Internet Explorer). Some are better with certain formatting than others. In fact, Internet Explorer seems to be the best when formatting MCN emails.

Aa Bb Cc Dd Ee
 Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz 0 1
 2 3 4 5 6 7 8 9 ! ?
 . , < > : ; () \$ %

TAHOMA REGULAR

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1
2 3 4 5 6 7 8 9 ! ?
. , < > : ; () \$ %

TAHOMA BOLD

STYLE MOREHEAD-CAIN DOCUMENT SET-UP

For Morehead-Cain documents, the following rules apply in this order:

SET MARGINS

Margins are set as follows:

TOP 0.75 inches

BOTTOM 1 inch

✓ **LEFT/RIGHT** 1 inch

HELPFUL HINT:

Sometimes margins must be adjusted to help with the look of a document. Please consult Brendan or Megan if you are concerned about how it will look.

ADD HEADER

Insert [this logo](#), centered at top of page (logo is 0.5" high). First subhead, address, or line of text is found on line four after the logo (in other words, three blank lines and then text begins).

SET LINE SPACING

To set the line spacing for all text, go to:

FORMAT → PARAGRAPH → SPACING

The settings are:

BEFORE 0 pt

AFTER 0 pt

LINE SPACING Multiple 1.15

DOCUMENT FONTS

Main subheads and secondary subheads are 10-pt. Lato bold.

Body text is done in 10-pt. Lato, except for trustee reports, which are in 11-pt. Lato.

HEADERS

Headers for trustee reports and MCSF board reports:

TRUSTEE REPORT

Date of Meeting
Names of Staff
Department Name

MOREHEAD-CAIN SCHOLARSHIP FUND BOARD REPORT

Date of Meeting
Names of Staff
Department Name



MAIN SUBHEADS ARE ALL-CAP 10-PT LATO BOLD

Secondary subheads are 10-pt. Lato bold

Body text is in 10-pt. Lato. Line spacing is Multiple 1.15. Margins are 1" except for the top, which on this document is .75" in order to place the logo properly. The logo is .5" high. First subhead or text is found on line 4 after the logo (in other words, three blank lines and then text begins.

I'll do those rules in bullet points here:

- Body text is in 10-pt. Lato.
- Line spacing is Multiple 1.15.
- Margins are 1" except for the top, which on this document is .75" in order to place the logo properly.
- The logo is .5" high.
- Logo to insert can be found here: H:\BACKUP\DATA\WPFILES\Communications\Logos, Icons, and Fonts\Logos\Logo for Documents.jpg. Once it is inserted, it should be centered on the page.
- First subhead or text is found on line 4 after the logo (in other words, three blank lines and then text begins.
- Main subheads are all-cap 10-pt Lato bold
- Secondary subheads are 10-pt Lato bold

"I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership."

"The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the

EXAMPLE BASIC DOCUMENT LAYOUT

To create a new basic document with this information in it, go to

<H:\BACKUP\DATA\WPFILES\Staff\Templates\Document Set-up Template.docx>

Duplicate the document, rename and save it wherever you like. Then type over the existing text in the document.

"The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships."

Secondary subheads are 10-pt. Lato bold

"I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and

training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.”

“The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.”

Secondary Subheads are in 10-pt. Lato bold

“I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.”

“The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.”

 **EXAMPLE BASIC DOCUMENT LAYOUT**

To create a new basic document with this information already in it, go to

<H:\BACKUP\DATA\WPFILES\Staff\Templates\Document Set-up Template.dotx>

Duplicate the document, rename and save it wherever you like. Then type over the existing text in the document.

May 31, 2017

Mr. Gordon A. Cain
123 Cain Avenue
Houston, TX 75262

Dear Mr. Cain:

Body text is in 10-pt. Lato. Line spacing is Multiple 1.15. Margins are 1" except for the top, which for letters is 2". I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.

The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.

I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.

The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.

 **TWO-PAGE LETTER FORMATTING:**

Body text is **10-pt Lato**. Line spacing is **Multiple 1.15**. Margins are **1"** except for the top of page one, which is **2"**.

 **EXAMPLE TWO-PAGE LETTER LAYOUT**

To create a new two-page letter with this information already in it, go to

<H:\BACKUP\DATA\WPFILES\Staff\Templates\Two-page Letter to be printed on Letterhead.dotx>

Duplicate the document, rename and save it wherever you like. Then type over the existing text in the document.

There are also templates for a one-page letter and for letters that are already on letterhead (to be used when uploading a reference letter online, for instance). Please see the [Staff/Templates](#) folder for these and other templates.

I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership. I'm adding a line of text here to balance out this final paragraph.

Mr. Gordon A. Cain
May 31, 2017
Page Two

 **TWO-PAGE LETTER FORMATTING:**

Margins for page two are all **1"**. Place **name of recipient** first, then the **date**, then spell out **Page Two**.

Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.

I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.

The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.

Sincerely,



Charles E. Lovelace, Jr.
Executive Director

 **TWO-PAGE LETTER FORMATTING:**

Four **hard returns** here, so that there are three blank lines for a the **signature**.

cc: John Motley Morehead III

Enclosure(s)

 **EXAMPLE TWO-PAGE LETTER LAYOUT**

To create a new two-page letter with this information already in it, go to

<H:\BACKUP\DATA\WPFILES\Staff\Templates\Two-page Letter to be printed on Letterhead.dotx>

Duplicate the document, rename and save it wherever you like. Then type over the existing text in the document.

There are also templates for a one-page letter and for letters that are already on letterhead (to be used when uploading a reference letter online, for instance). Please see the [Staff/Templates](#) folder for these and other templates.

TRUSTEE REPORT

October 2017

Brendan Foley and Megan Mazzocchi
Communications

TRUSTEE REPORT FORMATTING:

Four **hard returns** after the logo to create three lines of space before the **TRUSTEE REPORT** header. Header is followed by the **date**, the names of the **team members**, and the **department name**.

Subheads are 11-point Lato bold

For trustee reports, all text is 11-pt. Lato. Line spacing is Multiple 1.2. Margins are 1" except for top of first page, which is .75" in order to place logo properly. Logo is .5" high. First subhead or text is found on line 4 after the logo (in other words, three blank lines and then text begins).

Style rules FOR TRUSTEE REPORTS ONLY:

- Main header is Lato, 11-pt., all caps, bold: **TRUSTEE REPORT**
- Next line down is the month and year of the meeting (no comma between month and year)
- Next line is the name(s) of the person(s) writing the report
- Next line is the department name
- Secondary subheads are 11-pt. Lato bold
- Body text is in 11-pt. Lato
- Line spacing is Multiple 1.2
- Margins are 1" except for top of first page, which is .75" in order to place logo properly
- Logo is .5" high
- First subhead or text is found on line 4 after the logo (in other words, three blank lines and then text begins)
- The trustees prefer to have page numbers on all pages. Place page numbers at bottom

EXAMPLE TRUSTEE REPORT LAYOUT

To create a new trustee report with this information already in it, go to

<H:\BACKUP\DATA\WPFILES\Staff\Templates\Trustee Report Set-up Template.dotx>

Duplicate the document, rename and save it wherever you like. Then type over the existing text in the document.

“The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money prevent the problems. Consequently, a substantial p levels, from trying to improve the secondary school:

TRUSTEE REPORT FORMATTING:

Page numbers are inserted at the bottom center of pages by going to the **INSERT** tab and clicking the dropdown menu on the **Page Number** icon. Change the page number font to **Lato 10-pt**.

NOTE: The margins for page two and remaining pages is one inch on all sides.

“I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.”

“The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.”

Subheads are 11-pt. Lato bold

“I have selected the education of our most promising youth as an objective of this trust in the belief that the most important investment that can be made for a people is that which is made in the education and training, as leaders, of those who have been endowed by their Creator with the capacity for leadership.”

“The money we are giving away was made by using leverage, so it follows that leverage should be a factor in giving it away. Rather than donating money to alleviate problems, it is better to try to prevent the problems. Consequently, a substantial part of our funds is going to education at all levels, from trying to improve the secondary schools to creating college scholarships.”

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 **EXAMPLE TRUSTEE REPORT LAYOUT**

To create a new trustee report with this information already in it, go to
<H:\BACKUP\DATA\WPFILES\Staff\Templates\Trustee Report Set-up Template.dotx>

Duplicate the document, rename and save it wherever you like. Then type over the existing text in the document.

STYLE **HELPFUL LINKS AND TIPS**

Always compare previous versions of your Writeboards to review what was edited or changed.

Use Track Changes in Microsoft Word to see the evolution of your document when editing.

Document templates, including PowerPoints, letters, name tags, signs, etc:

<H:\BACKUP\DATA\WPFILES\Staff\Templates>

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

ACADEMIC YEARS AND TERMS

✓ **CORRECT USAGE**

2016–2017, 1945–1951

✗ **INCORRECT USAGE**

16–17 or 2016–17

ACRONYMS

Acronyms and the abbreviations of names of organizations should not, as a rule, be followed by periods: NATO, MIT, AFL-CIO, CIA, UN. In most instances the name of an organization should be spelled out when it is first given: Massachusetts Institute of Technology. Thereafter the abbreviation can be used. If the abbreviation or acronym is readily understood, there is no need to put it in parentheses immediately following the first full reference to the organization. (See [N.C.](#) and [U.S.](#) for their usage.)

A.M. AND P.M.

Abbreviations for a.m. and p.m. are as shown. When writing times of events or appointments, please use the following style:

✓ **CORRECT USAGE**

5:00 p.m.

✗ **INCORRECT USAGE**

5 PM

When writing about beginning and ending times and using the below construction. Every “from” should have a corresponding “to.”

✓ **CORRECT USAGE**

from 11:00 a.m. to 2:00 p.m.

✗ **INCORRECT USAGE**

from 11:00 a.m.–2:00 p.m.

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

**AMPERSANDS
AND COMMAS IN
ORGANIZATION FIELD**

Check official spellings of companies online to confirm ampersand use:

✓ **CORRECT USAGE**

Porter & Steele

✗ **INCORRECT USAGE**

Porter and Steele

If the company has no preference with regard to ampersand usage, we spell out “and.”

We do not put commas between names in law firm or other company listings.

✓ **CORRECT USAGE**

Robinson Bradshaw

Goldman Sachs International

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

APARTMENT AND SUITE NUMBERS

Apartment or suite listings should appear in the Line2 address field:

✓ **CORRECT USAGE**

Line1: 1903 Temple Avenue

Line2: Apartment 128-B

However, if all we have of that address line is #3, 1-A, or 6-D, leave it as part of Line1 and set off by comma:

✓ **CORRECT USAGE**

Line1: 1903 Temple Avenue, #17-C

Also, put dashes between numbers and letters in apartment addresses:

✓ **CORRECT USAGE**

111-B Smith Avenue

127 East Elm Street

Apartment 7-A

Also, if the word “apartment” appears, do not also use the # symbol:

✓ **CORRECT USAGE**

Apartment 27

✗ **INCORRECT USAGE**

Apartment #27

And spell out the words “Apartment,” “Unit,” or “Suite.”

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

APOSTROPHES IN CLASS YEARS

When abbreviating the class year of a Morehead-Cain Scholar or Alumnus (or anyone, for that matter), the tail of the apostrophe “points” to the spot where the missing numbers would be, so please use the apostrophe that looks like the number 9 (’) instead of a single open quotation mark that looks like the number 6 (’):

✓ **CORRECT USAGE**

John Jones ’87

✗ **INCORRECT USAGE**

John Jones ‘87

When referring to a Morehead Alumnus/a, always list the class year in that style. There is no comma between the name of an alumnus and his or her class year.

✓ **CORRECT USAGE**

Sue Johnson ’99

✗ **INCORRECT USAGE**

Sue Johnson, ’99

CAMPUS BOX

For campus mail, spell out Campus Box and don’t use # symbol:

✓ **CORRECT USAGE**

Campus Box 3485

Campus Box 6000

CHAPEL HILL

Spell out Chapel Hill in UNC–Chapel Hill. Try to avoid using UNC–CH if possible.

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

CHILDREN FIELD

In alumni database:

Type the child's name (excluding last names unless there is ambiguity [e.g., mother kept her maiden name and children have father's last name]) and birth date with no punctuation between and type commas between children:

✓ **CORRECT USAGE**

Elizabeth Seton 4/19/90, Mary Clare 7/27/93

If full birthdates or full names are not available, just type as much information as you have, set off by commas:

✓ **CORRECT USAGE**

Seton 1990, Mary Clare 1993

✓ **OR JUST:**

Seton, Mary Clare

If the birth of a child is written in the News & Notes section, be sure to enter the name and birth date in the CHILDREN field. If the name and birth date of a new baby appear in the CHILDREN field, please also note the birth in a simple News & Notes entry formatted as follows:

✓ **CORRECT USAGE**

Elizabeth Seton born 19 April 1990.

DATES

Dates in text fields are done like this:

✓ **CORRECT USAGE**

3 February 2010

10 January 2012

✓ **EXAMPLES:**

Maria Gabriella born 11 August 2016.

Married John Patrick Davidson 24 January 2017.

Became a partner in the firm 1 July 2017.

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

DECADES AND GRADUATE DEGREES, PLURAL OF

No apostrophes when making decades or graduate degrees plural:

✓ **CORRECT USAGE**

40s and 50s

MDs, PhDs, MBAs

✗ **INCORRECT USAGE**

40's and 50's

MD's, PhD's, MBA's

ELLIPSES

Limit use of ellipses (“...”). A little “ellipsing” goes a long way. When we do use them, there is a space between each period.

EMAIL

Email addresses should be entered in lowercase letters unless otherwise specified. Proof these carefully, judging accuracy based on names and employers in cases of illegible alumni handwriting.

As of 2017, we no longer spell email with a hyphen.

EXCLAMATION POINTS

Limit use of exclamation points! Definitely only one at a time, but, even then, weigh the meaning of the sentence and eliminate if possible.

FT., MT. AND ST.

Spell out Ft. and Mt. in the names of towns:

✓ **CORRECT USAGE**

Fort Worth, Mount Airy

But leave St. in names of towns abbreviated:

✓ **CORRECT USAGE**

St. Louis, St. Petersburg, Glen St. Mary

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

GRAD SCHOOL

If an alum is in grad school, enter student status in Job Title field. Institution should appear in Organization field:

✓ **CORRECT USAGE**

Job Title: MBA Student

Organization: Harvard Business School

Job Title: Graduate Student, Political Science

Organization: University of California at Berkeley

Carolina is typed in as The University of North Carolina at Chapel Hill

Also list the school, degree, and expected year of graduation in the appropriate fields on the alumni tab.

✓ **CORRECT USAGE**

Year: 2018

Degree: JD

Institution: Harvard Law School

In these cases, the OCC code is 750 (Student).

GRADUATE DEGREES

Graduate degrees are written without periods:

✓ **CORRECT USAGE**

PhD, MA, MEd, MDiv

When referred to in the run of the text, “master’s degree” is lower case and the apostrophe is as shown (e.g., “Finally received my master’s degree in political science and will begin PhD work this fall.”)

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

GRADUATIONS

If an alumnus graduates from law school, medical school, etc., make sure the degree (JD, MD, PhD) is entered under the alumni tab into the Degree field. The Year (if known) reflects the year of graduation (or projected graduation year, if known), and title is changed in the Title field on the Personal tab to reflect new status if necessary (Dr.).

Also, be sure to put it in their News & Notes field: “Graduated from Bowman Gray Medical School June 2017.”

HEALTH CARE

Health care is two words unless it appears in the name of a business or organization:

✓ **CORRECT USAGE**

“Health Care Consultant, Johnson & Johnson”

“Enjoying the changing world of health care.”

✓ **BUT...**

“I love working with Rex Healthcare here in Raleigh.”

INITIALS

The initials for a person’s first and middle names should be spaced:

✓ **CORRECT USAGE**

T. S. Eliot, J. E. B. Stuart, W. E. B. DuBois

Initials for the full name should usually not be punctuated or spaced:

✓ **CORRECT USAGE**

FDR, JFK, LBJ

JOB TITLE FIELD

Please capitalize titles in Job Title field, but not in text fields:

✓ **CORRECT USAGE**

In Job Title field: “Assistant Director”

✓ **BUT, IN NEWS & NOTES FIELD:**

“I was promoted to assistant director, Office of Government Relations, University of North Carolina at Chapel Hill.”

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

MILITARY TITLES

Do not abbreviate military titles in the text fields:

✓ **CORRECT USAGE**

Captain John Smith

Captain Smith

Abbreviation for Lt. Colonel is okay in the title field. Spell out the rest.

MONTH AND YEAR

No comma between month and year:

✓ **CORRECT USAGE**

August 2017

✗ **INCORRECT USAGE**

August, 2017

MONTHS AND DAYS OF THE WEEK

Spell out months and days of the week.

THE MOREHEAD-CAIN

When referring to the Morehead-Cain Scholarship and/or the Morehead-Cain experience, we call it “the Morehead-Cain,” and do not capitalize the T in the word “the” as we did before the name change, when we called it “The Morehead.”

MOREHEAD-CAIN ALUMNI

When referring to other Morehead-Cain Alumni in the run of the text, always put their class year after their name (Bob Bode '70) or, if an alumnus is writing about someone in his class, change the wording to reflect that:

alum writes: “Enjoying staying in touch with Bob Bode.”

Change to: “Enjoying staying in touch with Morehead-Cain classmate Bob Bode.” OR: “Enjoying staying in touch with Bob Bode '70.”

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

MOREHEAD-CAIN SCHOLARSHIP

The formal name of the Morehead-Cain is “the Morehead-Cain Scholarship.” We no longer call it the Morehead-Cain award or “the award.” It is either the Morehead-Cain Scholarship or the Morehead-Cain. The program is referred to as just “the Morehead-Cain” (preferred) or the Morehead-Cain Scholars Program. Program is capitalized when referring to the scholarship: “The Program is still going strong after all these years.”

MOREHEAD-CAIN SELECTION PROCESS

Any mention of the Morehead-Cain selection process should be uniform. Change the wording if an alumnus doesn’t word it our way in their News & Notes:

✓ **CORRECT USAGE**

Morehead-Cain Central Selection Committee

Charlotte Regional Selection Committee

Asheville Regional Selection Committee

We don’t capitalize the first letters in “selection process” when we talk about the Morehead-Cain selection process.

Selection process is “singular,” i.e., it is not “selections process.” However, we do talk about “selections” when referring to the process in a single word.

NAMES

No need to set names off with commas unless it makes things too awkward not to:

✓ **CORRECT USAGE**

“Son Burke graduated from UNC Law School May 2017.”

“Daughter Sinead will be applying to clinical psychology PhD programs this year.”

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

N.C.

When “North Carolina” is used in an adjectival form, abbreviate it (using periods—not the U.S. Post Office abbreviation): “Working with the N.C. Community Development Fund on a new project.” When the name of the state is used as a substantive, spell it out: “Represented North Carolina at the National Leadership Conference in Washington.”

No need to put “N.C.” or “North Carolina” after North Carolina towns in text fields.

alum writes: “Daughter Susan has moved to Durham, N.C.”

Change to: “Daughter Susan has moved to Durham.”

NE, NW, SE, SW

In Atlanta and Washington (and any other cities that do this—e.g., Hickory, North Carolina), the directional designations for streets are always set off by commas and are abbreviated as follows:

✓ **CORRECT USAGE**

2853 Ontario Road, NW, Apartment 103

1722 Peachtree Road, NE, Suite 901

609 Maryland Avenue, NE

NUMBERS

Spell out numbers in text fields through ninety-nine, unless it is awkward (e.g., a list of numbers).

✓ **EXCEPTION: KIDS' AGES**

Elizabeth, 11, Maryanne, 9, and Fred, 2.”

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

RESIDENCE HALL

For scholar addresses, follow the University's instructions for addressing mail to residents:

✓ **CORRECT USAGE**

Student's Name
Residence Hall Street Address, Room Number
Chapel Hill, NC 27514

✓ **EXAMPLE:**

Miss Ima True Tarheel
480 Ehringhaus Drive, Room 212
Chapel Hill, NC 27514

Here are the street addresses for the residence halls:

Alderman: 101 Raleigh Street, Chapel Hill, NC 27514

Alexander: 207 Raleigh Street, Chapel Hill, NC 27514

Avery: 295 Ridge Road, Chapel Hill, NC 27514

Aycock: 100 Country Club Road, Chapel Hill, NC 27514

Carmichael: 101 Stadium Drive, Chapel Hill, NC 27514

Cobb: 110 Country Club Road, Chapel Hill, NC 27514

Connor: 281 Raleigh Street, Chapel Hill, NC 27514

Craige: 555 Paul Hardin Drive, Chapel Hill, NC 27514

Craige North: 515 Paul Hardin Drive, Chapel Hill, NC 27514

Ehringhaus: 450 Ehringhaus Drive, Chapel Hill, NC 27514

Everett: 201 Raleigh Street, Chapel Hill, NC 27514

Graham: 102 Country Club Road, Chapel Hill, NC 27514

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

**RESIDENCE HALL
CONTINUED**

Grimes: 101 Emerson Drive, Chapel Hill, NC 27514

Hardin: 495 Paul Hardin Drive, Chapel Hill, NC 27514

Hinton James: 515 Hinton James Drive, Chapel Hill, NC 27514

Horton: 411 Skipper Boles Drive, Chapel Hill, NC 27514

Joyner: 205 Raleigh Street, Chapel Hill, NC 27514

Kenan: 112 Battle Lane, Chapel Hill, NC 27514

Koury: 480 Ehringhaus Drive, Chapel Hill, NC 27514

Lewis: 203 Raleigh Street, Chapel Hill, NC 27514

Mangum: 204 Raleigh Street, Chapel Hill, NC 27514

Manly: 200 Raleigh Street, Chapel Hill, NC 27514

McIver: 103 Raleigh Street, Chapel Hill, NC 27514

Morrison: 445 Paul Hardin Drive, Chapel Hill, NC 27514

Old East: 203 E. Cameron Ave, Chapel Hill, NC 27514

Old West: 193 E. Cameron Ave, Chapel Hill, NC 27514

Parker: 109 Stadium Drive, Chapel Hill, NC 27514

Ruffin: 103 Emerson Drive, Chapel Hill, NC 27514

Spencer: 100 Raleigh Street, Chapel Hill, NC 27514

Stacy: 104 Country Club Road, Chapel Hill, NC 27514

Teague: 105 Stadium Drive, Chapel Hill, NC 27514

Winston: 301 South Road, Chapel Hill, NC 27514

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

RETIREMENT

If someone retires, please leave their position in the TITLE field and add “Retired” in parentheses afterward (with no end date).

✓ **CORRECT USAGE**

President (Retired)

Change OCC Code to 690 and put an end date on the Work address info if it’s no longer applicable.

SEASONS OF THE YEAR

Seasons are lowercased:

✓ **CORRECT USAGE**

winter, spring, summer, fall

SPOUSE (OLD DB)

This field is for the full name of spouse (or as much of it as we know) and any other information about the spouse (e.g., divorced, deceased).

✓ **CORRECT USAGE**

Mary Jane Johnson Smith

John Harvey Westmoreland (deceased)

SPOUSE FIELDS

Input as much information as we have about the spouse’s name. When fields are filled, click the Build button next to the Salutations box to build salutation lines.

STATE FIELD

Use U.S. Post Office state abbreviations, no periods.

STATE NAMES

Spell out all state names in text fields. There is always a comma between the name of the city and the name of the state:

✓ **CORRECT USAGE**

“Daughter Kelly lives in Columbus, Ohio. Son Eddie farms in Camden.
Son Andy and wife Marie live in Aiken, South Carolina.”

“Doing an evaluation of A+ schools in North Carolina for the Kenan Institute.”

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

STREET NAMES

Please spell everything out.

✓ **CORRECT USAGE**

534 General George Patton Boulevard

1700 Trump Tower, Suite 110

127 Sycamore Street

305 Kirkwood Drive

✗ **INCORRECT USAGE**

St., Dr., Blvd., etc.

SUFFIXES II, III, IV, V

No comma between person's name and II, III, IV, etc., unless the person specifically does it that way (e. g., Russell M. Robinson, II and David C. Wright, III).

"Jr." does have a comma, however:

✓ **CORRECT USAGE**

"Son James IV completed Harvard Medical School."

"Son Bill III is an auto mechanic."

"William F. Buckley, Jr., was quite a guy."

SUMMER ENRICHMENT

Enter summer experiences in the format used in the senior write-ups so the field can be merged when write-ups are created.

TAR HEEL

Tar Heel is always two words, always capitalized.

STYLE MOREHEAD-CAIN DATA ENTRY STYLE SHEET

TELEPHONE NUMBERS Type in number without parentheses or hyphens. Access is set up to supply those for you:

✓ **CORRECT USAGE**

9199621201

International numbers are listed with country code, city code, then number. If the alum fails to provide country and/or city codes, you can look them up online. Omit the leading “0” in international numbers (e.g., 0171-350-0445).

✓ **CORRECT USAGE**

44

171-350-0445 (London, England)

34

1-358-1020 (Madrid, Spain)

UNIVERSITY When talking about the University of North Carolina at Chapel Hill specifically, we capitalize the word “University.”

U.S. When United States is used in an adjectival form, abbreviate it:

✓ **CORRECT USAGE**

“Working with the U.S. Embassy in Paris.”

When the name of the country is used as a substantive, spell it out:

✓ **CORRECT USAGE**

“Represented the United States at the Global Leadership Conference in Belgium.”

ZIP/POSTAL FIELD Input ZIP code or international postal code.

STYLE MOREHEAD-CAIN AND CAROLINA ACRONYMS

DF	Discovery Fund	OL	Outdoor Leadership Summer
GAA	General Alumni Association	ONYEN	Only Name You'll Ever Need (UNC ID)
GTD	Getting Things Done (productivity philosophy)	PE	Private Enterprise Summer
GV	Governmental Internship	PS	Public Service Summer
GY	Gap Year	SA	Study Abroad (semester- or year-abroad program through UNC)
IE	Inquiry and Exploration Summer	SEP	Summer Enrichment Program
IR	International Research Summer	SD	Self-Designed Internship
JCUE	Johnston Center for Undergraduate Excellence; located in Graham Memorial Building	SO	Stop Out (time off during college)
MCF	Morehead-Cain Foundation		
MCN	Morehead-Cain Network (extranet for Morehead-Cain Community); also MC Network		
MCSF	Morehead-Cain Scholarship Fund		
MH	Morehead House		
NOLS	National Outdoor Leadership School, SEP OL sponsor		
NP	Nonprofit Internship		
OB	Outward Bound, SEP OL sponsors		

STYLE GLOSSARY OF TERMS

AUNT MARY	Nickname for Mary Cain, co-benefactor of the Morehead-Cain Foundation. Mrs. Cain gave a \$100 million grant to the Morehead Foundation in 2007. In recognition of the significance of the grant, the Foundation trustees renamed the John Motley Morehead Foundation to the Morehead-Cain Foundation.
BOARD ROOM	Formal meeting/conference room in Morehead House. Used by the Foundation Trustees for their quarterly meetings.
CAGE	Locked storage area in the basement.
CENTRAL COMMITTEE	The Morehead-Cain Central Selection Committee interviews Morehead-Cain finalists and recommends a list of recipients to the Staff and Trustees, who make the final decisions.
CHECK REQUESTS	The mode through which Scholars or staff apply for reimbursements of approved items/costs (available through the M-C Network).
CONFERENCE ROOM	Large conference room on second floor (staff meetings are held here).
COUSINS	An informal nickname for Morehead-Cain Scholars and Alumni that came into use among the Scholars in the late 1990s. Refers to the fact that they all share the same uncle (Uncle Mot).
DIRECTORS	Morehead-Cain Scholarship Fund Board of Directors.
EAST ROOM	Large second-floor multipurpose area
FINAL REPORTS, BIWEEKLY REPORTS, CONFIRMATION SHEETS	Documents related to the Morehead-Cain Summer Enrichment Program (SEP). Required of all Scholar participants in the SEP.
FINALS WEEKEND	The Foundation's annual Final Selection Weekend, held in late February/early March, during which finalists visit campus, attend classes, learn about the University and Program, and are interviewed by the Central Selection Committee.

STYLE GLOSSARY OF TERMS

THE FOLLY	Storage area for envelopes, stationery, Year in Reviews and other publications, technology equipment, etc. Located between the downstairs men's bathroom and the loading dock doors. So named because by building it, we caused the men's room to be too small to be accessible to disabled visitors. Now we just have an unusually large men's room.
JOHN LINDSAY	John Lindsay Morehead, cousin of John Motley Morehead and chief architect of the Scholarship program. Two of John Lindsay Morehead's grandchildren have served or are currently serving as trustees of the Foundation (Lucy Chatham and John Larkin).
MC NETWORK	Password-protected online community/extranet for Morehead-Cain Scholars and Alumni.
MCCORKLE PLACE	Large quad adjacent to the Morehead Building and Franklin Street. The original campus of the University of North Carolina at Chapel Hill.
MOREHEAD HOUSE	Guest house/bed-and-breakfast for trustees and special guests, located on the third floor of the east wing of the Morehead Building (above the Morehead-Cain offices).
MOREHEAD LOUNGE	Beautiful student lounge area located in Graham Memorial Building (Johnston Center for Undergraduate Excellence), next-door to the Morehead Building. The Morehead Lounge was funded by the Morehead-Cain Foundation and named for John Lindsay Morehead.
POLK PLACE	Large quad between South Building and Wilson Library.
SCHOLAR COMPUTER LAB	Work room/gathering place for scholars with computers, printer/fax.
SCHOLAR LOUNGE	Study/gathering place for scholars.
SEP	Summer Enrichment Program. One of the defining features of the Morehead-Cain

STYLE GLOSSARY OF TERMS

SOUTH BUILDING	Location of Chancellor's and other top UNC-CH administrators' offices.
STATE DINING ROOM	Formal dining room on third floor of the west end of the Morehead Building (opposite end of the building from Morehead-Cain offices). The Morehead-Cain Senior Dinner has been held in the State Dining Room every spring since the beginning of the Program.
TRUSTEES	Morehead-Cain Foundation Trustees.
UNCLE GORDON	Nickname for Gordon Cain, co-benefactor of the Morehead-Cain Foundation. Mr. Cain's widow Mary, made a \$100 million gift to the Morehead Foundation in 2007.
UNCLE MOT	Nickname for John Motley Morehead III, the benefactor of the original Morehead Scholarship. This nickname has been used by Scholars from the beginning of the Program in the 1950s to the present day.
VAULT	Room-sized safe in the basement that houses the Foundation's historical archive, supplies, and old office equipment. The combination for the lock on the door is at the front desk.
