Northern Vermont University
AT-A-GLANCE STYLE GUIDE

Northern Vermont
UNIVERSITY

To maintain consistency across all Northern Vermont University communications, the NVU Office of Marketing and Communications has adopted the following conventions for commonly used elements of written communications. Please use these conventions in any communications you produce on behalf of the university.

⊕ Use of Northern Vermont University

Use the full name of the institution upon first mention in any communication. Use of NVU in subsequent mentions is acceptable.

> ✅ First **Northern Vermont University**, then **NVU**
>
> **Northern Vermont University** is a single institution with campuses in Johnson and Lyndon, Vermont. **NVU** offers a range of liberal arts and pre-professional programs.
>
> **Northern Vermont University-Johnson** is located in Johnson, Vermont. **NVU-Johnson** is in Lamoille County.
>
> **Northern Vermont University-Lyndon** is located in Lyndon, Vermont. **NVU-Lyndon** is in Caledonia County.

When referring to the physical campuses, use a hyphen with no spaces on either side to indicate the campus.

> ✅ Northern Vermont University-Johnson
>
> 🚫 Northern Vermont University - Johnson
> 🚫 Northern Vermont University — Johnson

When referring to the university in general, use a lowercase u rather than a capital U.

> ✅ Northern Vermont University provides students with opportunities to expand their horizons. The university community as a whole supports the academic and social growth of our students.
>
> *Lowercase*

⊕ NVU Web Address

Capitalize the first letters of the institution name in the web address. Capitalize the first letter of any word/words that follow the slash in the web address. Do not use www. or http:// in front of the web address.

> ✅ NorthernVermont.edu/ApplyForAid
>
> *Capitalize*
>
> 🚫 www.
> 🚫 http://

⊕ Telephone and Fax Numbers

Use periods to separate the numbers.

> ✅ **802.555.2141**
>
> *Periods*
>
> 🚫 *802-555-2141*
> 🚫 *(802)-555-2141*
> 🚫 *1-800-555-2141*

⊕ Email

Use capital letters for first and last names. Capitalize the name of the university.

> ✅ Joseph.Jones@NorthernVermont.edu
>
> *Capitalize*

⊕ Comma

Northern Vermont University uses the serial comma. In a sentence containing three or more words or short phrases in a row, use a comma before the final article.

> ✅ There are many heated <u>arguments</u>, <u>debates</u>, and <u>outright battles</u> over whether to use a comma before the article in a sentence that contains a list.
>
> *Comma before final article*
>
> <u>Friendships</u> have been destroyed, <u>professional relationships</u> have been left in ruins, and <u>whole communities</u> of grammar-focused people have been decimated over this contentious issue.
>
> *Comma before final article*

⊕ Form Fields

When creating a form (either paper or digital), please use sentence case, even if the field name is not a complete sentence.

> ✅ **First name** _____ **Last name** _____
>
> 🚫 **First Name** _____ **Last Name** _____