

Trademarks/ Logos

- Burger Studio
- StarCraft
- Super Mario Bros.
- Canon 70
- Blizzard Entertainment
- Diet Mountain Dew
- iTunes
- Nintendo
- Mello Yello

Registration Marks / Legal

Special Usage / Placement

Typing Format

- On first page, type left aligned header, single spaced:
Author name
Street address
City, State Zip Code
Phone number
Email
- On first page, right aligned on the same line as the author name, place word count
- Starting on second page in header, put author's last name/shortened version of title/page number
- Title is centered and aligned in the center vertically, follow AP style for capitalization
- Underneath title type "By" followed by the author name
- All double spaced except for header giving author information
- Use Residence Assistants first and then RA subsequently after that
- Seasons are not capitalized

Typing Specifications

- Web URLs should be typed out and left in normal type
- Write out contractions
- Write out and capitalize "Street" as a proper name, only abbreviate in numbered addresses
- Capitalize the names of months in all uses. When a phrase refers to a month, day, and year, set off the year with commas
- Spell out the names of the 50 U.S. states when they stand alone in textual material
- Direct quotations: to surround the exact words of a speaker
- Running quotations: do not put open-quote marks at the end of the first paragraph if a full paragraph of quoted material is followed by a paragraph that continues the quotation; instead, put open-quote marks at the start of the second paragraph

- Use quotes with dialogue

Numerical Style

- AP numerical style in general
- Sports scores: hyphenated figures only (12-6)
- For time: 6 p.m.
- Dimensions: 30'x70'
- Write height this way: 6'5"
- Numbers under 10: write out
- Write out percent (ex. 99 percent)
- Write out degrees (ex. 180 degrees)

Capitalization / Hyphenation/ Italics/ Possessives/ Punctuation / Spelling

- AP Style in general
- Do not put comma before conjunction in a simple series
- Use hyphen when joining two adj (ex.student-supported)
- Use quotes when writing show titles (ex. "The Liar's Bench")
- If there is a possessive that ends in "s," use an apostrophe after the "s" (ex. Students')
- When referring to "humans" and "zombies" in the game, HvZ, capitalize the "h" and "z"

(adj) adjective

(cn) collective noun

(dict) dictionary preference

(pl) plural

(poss) possessive

(sing) singular

(v) verb

(n) noun

A

Ansel Adams

Appalachia

Appalachian

Arboretum

Asheville

Asheville Citizen Times

B

Benjamin Collette

Blue Room

Brian Allen

Brittany

C

Carl White

Carly

Cat's Den

cerebral palsy

cha-cha

Cherokee

Chloe

Christ
college-age
Community Table
Commuter's Lounge (first use, subsequent uses *CL*)
Cullowhee

D
demilitarized zone (first use, subsequent uses *DMZ*, capitalized in reference to specific zone)
dining hall
doughnut
Down syndrome
Dwayne

E
Eden
Emily

F
f***ing
fiancé (refers to a male)
Flat Rock
freshman seminar

G
Gary Carden
Gastonia
god
groundhogs
Guitar Center

H
Halloween
Haskett
Hendersonville
horde
Human

I
illicit (use in reference to something not permitted: *illicit affairs, illicit deals*)

J
Jane McGonigal
Junaluska
Jerrica Raber
Jovanka

<p>K</p> <p>kick back (v)</p> <p>kudzu</p>
<p>L</p> <p>LaDarius</p> <p>low-key (musical style, hyphenated)</p>
<p>M</p> <p>Mark</p> <p>Mary</p> <p>Megan Bailey</p> <p>melee</p> <p>mixed martial arts (first use, subsequent uses <i>MMA</i>)</p> <p>Mother Nature</p> <p>Mountain Heritage Center</p> <p>mountain top</p>
<p>N</p> <p>noob</p>
<p>O</p> <p>off campus, on campus (not hyphenated when indicating location, <i>on-campus</i> or <i>off-campus</i> when used as an adjective)</p> <p>out-of-state (adj that precedes noun)</p>
<p>P</p> <p>Pam Meister</p> <p>part-time (adj that precedes noun)</p> <p>Paula Roberts</p> <p>pin-up</p> <p>Protoss</p> <p>pwn</p> <p>pwnage</p> <p>pwning</p>
<p>Q</p>

R Ravenmockers Rebecca recreational therapy Rhianna
S Santa Claus Shaolin Kung-Fu Skytop Orchards Spearfinger strats strawberry-blonde Student Government Office student-supported (adj that precedes noun) Sylva
T Tammy The Charlotte Observer third-string running back (football term) t-shirt Terrans
U University Participant Program (first use, subsequent uses <i>UP Program</i>) upon
V video games
W website (one word) Western Carolina University (first use, subsequent uses <i>Western</i>) word-of-mouth worldwide
X-Y-Z Zergs Zombie zombified Zorn

Footnotes, Bibliographies, and Tables

Miscellaneous Facts / Notes