Nebraska Methodist College

DESIGN GUIDE

FOR GENERAL BRAND CONTENT

NEBRASKA
METHODIST
COLLEGE
The Josie Harper Campus

Contents

Introduction
WHEN AND WHY TO USE THIS GUIDE

This guide is meant to assist designers, staff, administration and faculty to present a consistent, clean and professional look for Nebraska Methodist College (NMC) materials that draw on the look established by Methodist Health System (MHS).

This guide is meant for internal and academic audiences and long-lasting external-facing materials. If you are unsure if your project fits this guide, consider that all materials at NMC fall into two primary camps:

General Brand/Internal (This Guide)

Used for internal and academic audiences, inter-institutional uses and most materials prepared by and for staff, faculty, administration and existing students. Their purpose is to largely to inform, discuss or document. This can include academic presentations, internal digital signage (Hood lobby wall), syllabus covers, program handbooks, general administrative PowerPoint presentations, reports, fact sheets, custom mailing envelopes and stationery.

It may also be used for long-lasting external-facing documents that will outlive advertising campaigns, including e-books and certain content offers used in marketing that will last more than two years.

Admissions/Marketing Campaign (Brand'24 Guide)

These are materials specifically designed for the admissions and marketing departments to *recruit new students*.

Admissions/marketing pieces are meant for an external *recruitment* audience and include viewbooks, digital ads, email campaigns, postcards, student retention packages, banners, mailings and other *short-lived* recruitment materials.

Marketing campaign styles change every two to three years to adapt to the tastes of potential incoming students. A separate style guide for the current marketing campaign is available from NMC Marketing for contributing designers. As a general rule, these materials are produced only within the NMC Marketing Department for external audiences as part of a comprehensive marketing strategy.

Design and Layout Style

MHS-Centered Design

The NMC Design Guide for General Brand Content is based loosely on the 2021 MHS Brand Standards as defined by the MHS corporate marketing department. Our scope for this guide, however, is focused solely on internal messaging and documentation, whereas the MHS brand standards also tie into their 2020/2021 marketing campaign. Our NMC marketing campaigns and recruitment materials may look different as they have a different audience and will not be covered here.

In the following pages you'll see MHS and NMC examples to keep our long-lived materials looking professional, consistent and on brand.

A Quick-Start Guide to the Basics

You'll get a sense of how to put things together from the samples, but here are the basic design principles:

LAYOUT
- Opt for high-contrast designs (dark text on light background) when possible
- Utilize plain backgrounds and simple images
- Items and individuals in images should be easy to identify
- Text blocks should be left justified for easier scanning. Keep it simple and clean
- Single central photos are preferred over collages
- Photos should be full color, large and inviting
- Use smiling faces and upbeat themes
- Avoid clip art
- Do not stretch fonts or photos out of proportion
- Use proper resolution photos (no jagged JPEGs)

LOGO
- Use the Josie Harper Campus version of NMC logo
- Use 1-color white over dark backgrounds
- Don't stretch, modify or stylize the logos

COPYWRITING
- Use as few words as possible for clarity
- Follow APA or AP/NMC Marketing style as appropriate for your audience

COLOR
- Use of standard NMC colors is strongly encouraged
- Tints of standard colors are allowed
- Methodist Blue is PMS 301 (see colors section for RGB, CMYK and HEX formulas)

TYPE
- Limit to two typefaces, no more than three
- Official font styles are Poppins, Myriad Pro, Adobe Garamond Pro. Substitutes acceptable as shown on the Fonts page
- Body text is no less than 10pts, 11 preferred
- Avoid italics, all caps and underlining
- Use bold text for emphasis
- Be mindful of space between text lines
- Older audiences may require larger type sizes
- Course listings can be quite long, but should be no less than 8pts
- Headings and subheads are typically in PMS 301 blue at 100%
- Body text and course listings are 70% black
- Do not stretch fonts
- 70% Tints of Methodist Blue for emphasis

New Logo for 2024

The NMC logo has been updated to meet the modern look employed by Methodist Health System and its affiliates. It displays both the highly recognizable heart and dove logo element and "college" more prominently, and a vertical version is now available.

Please transition all materials to this updated logo as opportunities occur. Like other MHS affiliates, we understand the process will take several years while older materials and signage are phased out.

When using the logo, always present it in the official MHS brand colors, plus black and white, without modification. This is to maintain brand integrity and recognition.

The stand-alone MHS heart and dove can be used as a central image or as a badge to help identify the college as part of the Methodist Health System, but in order to prevent confusion with other MHS properties it should not be used as the *sole* logo in NMC materials.

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus

---------- VERTICAL VARIANTS ----------

Logo Tagging
For authorized programs and groups

In order to present our brand in a professional and unified manner, MHS and its affiliates no longer use department or program logos. Authorized programs and groups may tag the logo in specific circumstances.

We encourage owners of these programs to **use only the NMC logo whenever possible** - for example brochures, handouts and forms that define the programs in text should use the NMC logo only. Signage and the rare circumstance where the program ID stands alone and the program/organization needs called out can use the logo with a tag.

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus

Scott Scholars

Group or Program Name
Helvetica Neue LT Std, 55 Roman, Pantone 301

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus
Scott Scholars

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus
Josie's Village

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus
Learning Center

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus
Alumni Association

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus
Upward Bound

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus
Upward Bound Math & Science

Proper Logo Usage
Keep the logo looking right

CLEAR SPACE

Maintain the minimum clear space around the logo. Use the same proportionate space when enlarging/reducing size. An easy way to judge is to use the height of the "M" in Methodist as your spacing guide.

MINIMUM SIZES

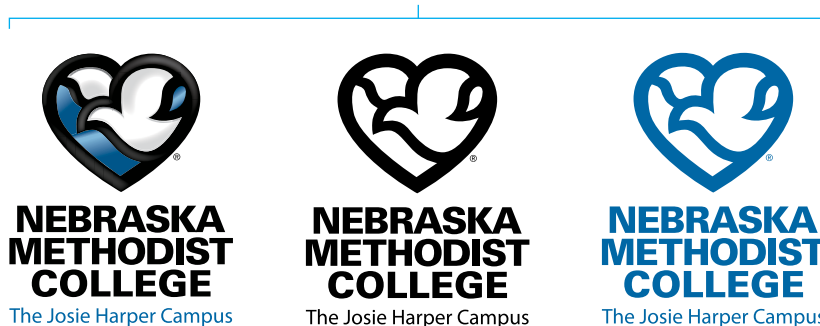To keep "The Josie Harper Campus" readable, keep the logo at or above the minimum size.

7/8" wide

1/2" high

USE THE RIGHT COLOR FOR THE JOB

The NMC logo is reproduced in full color, white, black or PMS 301 (blue). It should not be recolored and should be used over appropriate backgrounds.

For white or light backgrounds, the full color logo is preferred.

For dark backgrounds, use the white logo.

Choosing a Logo Format

Different file types for different output

Using the wrong file type can ruin your project. Follow the guidelines to get the right logo for the job.

The default .PNG logos available to NMC employees via OneDrive are appropriate for most in-office document and web/social media uses. For special projects, including promotional products and professionally printed materials, contact NMC marketing for other logo types.

	General Office and Web Use	Professional Printing	Signage	3D Object	Promotional Products
Apps	Microsoft Word, Excel, PowerPoint, Outlook, web apps, social media	InDesign, QuarkXPress, Illustrator	Adobe Illustrator, Inkscape, Affinity Designer	3D Modeling and 3D printer software	For merchandise and clothing (typically with 1-color imprint)
Format	.PNG, .JPG	.AI, .EPS, .PSD, .PDF, .JPG	.AI, .EPS, .PDF	.AI, .EPS, .OBJ	.AI, .EPS, .TIF (Bitmap)
Colorspace	RGB (default)	CMYK, spot	CMYK, 1-color/spot	RGB	1-color/spot, CMYK
Resolution	72 ppi / device dependent	300 DPI	100-300 DPI	Resolution Independent	300-1,000 DPI
Note	.PNG allows for transparent backgrounds and is the default available to employees.	.AI and .EPS allow for infinite scaling without loss of resolution.	.AI and .EPS allow for infinite scaling without loss of resolution.	SVG not output with the NMC logo due to distortion issues.	A 1-color (black) logo is usually supplied to the printer, who can ink it to specification.

Improper Logo Usage
How things go wrong

CORRECT USAGE:

INCORRECT USAGE:

Do not skew.

Do not add drop shadows.

Do not recolor.

Do not stretch.
(always reduce/enlarge proportionately)

Do not add text.

Do not crop.

Do not make grayscale.
(use 1-color logo or full-color version)

Pixelized/Blurred: Do not enlarge low resolution logos.
(request higher resolution logo if needed)

Do not use the old logo.

Do not rotate.

Use the white 1-color logo for dark bacgrounds.

Tiny Logo: Follow mimimum size requirements.
*(try using the vertical logo in vertical spaces)*

Design Colors

NMC's primary brand color is PMS 301, the standard blue of MHS. For brand-centric design it is our intent to keep consistent with colors and design cues from MHS.

Secondary colors include a teal and orange used most commonly in NMC ad campaigns. These are to be used sparingly, if at all, and most often for use in tables, subheads or accents.
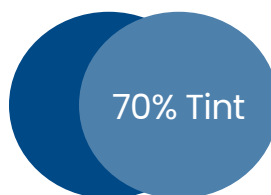
NMC STANDARD COLORS

These are colors traditionally associated with the NMC brand. PMS 301 Blue is NMC/MHS standard in the logo and general design color palette. *Unless you are prepping for press, you will probably be using RGB or HEX values.*
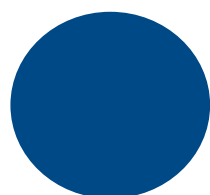
MHS BLUE

PMS	301
CMYK	100, 45, 0, 18
RGB	0, 81, 149
HEX	005195

70% Tint

Tints often used for subheads or color/color-bolded items
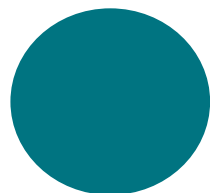
NMC TEAL

PMS	7474
CMYK	90, 0, 28, 22
RGB	0, 121, 135
HEX	007987
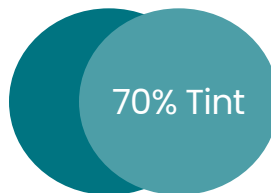
70% Tint
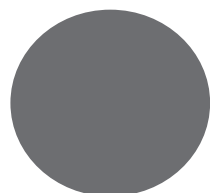
DARK GRAY

GRAYSCALE	70%
CMYK	0, 0, 0, 70
RGB	109, 110, 112
HEX	6d6e70
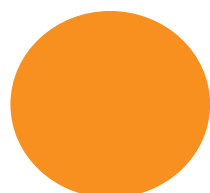
NMC ORANGE

CMYK	0, 52, 100, 0
RGB	247, 144, 30
HEX	f7901e
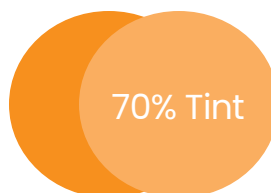
70% Tint

RGB: *RGB (Red, Green, Blue) is a color model used for computer monitors and programs like MS Office.*
HEX: *Hexidecimal is a color identifier used for computer monitors and programs like MS Office.*
CMYK: *CMYK (Cyan, Magenta, Yellow, Key/black) represents ink colors for professional printing presses.*
PMS: *Pantone Matching System ink formulas.*

Using the Right Fonts

Use as few typefaces as possible for uniformity and clarity. For general brand, use Myriad Pro or Poppins and Adobe Garamond Pro. Within those typefaces several weights/fonts are available.

MHS has determined Poppins to be its preferred typeface for most uses. At NMC we echo that, but will use Myriad pro for printed materials and body text when Poppins is deemed difficult to read.

Substitute Fonts

Can't buy, download or install fonts? Use one of the acceptable alternative fonts listed in the entries at right. Arial for body text and headlines, and Times for subheads and captions should be available on any PC computer. Helvetica and Times should be available on most Apple products.

Poppins

Uses: Body Text, Subheads, Captions, Disclaimers

Fonts: Poppins Black, Poppins Bold, Poppins Medium, Poppins Italic, Poppins Light, and others in the family allowed as needed

Alternative Fonts: Arial, Helvetica, Calibri

Why Use Poppins: It's web-safe and open-source for use on the web. It's clean and reads well on screen, though in large blocks of text it needs more leading to be readable.

Available through: Google Fonts (free), Adobe CC

Myriad Pro

Uses: Body Text, Subheads, Captions, Disclaimers

Fonts: Myriad Pro Black, Myriad Pro Bold, Myriad Pro Regular, Myriad Pro Italic, Myriad Pro Condensed Italic, and others in the family allowed as needed

Alternative Fonts: Arial, Helvetica

Why Use Myriad Pro: It's a easier to read than Poppins in large blocks of written text and has a larger variety of weights

Avaialable through: Adobe CC, Myfonts.com ($$)

Adobe Garamond Pro

Uses: For limited instances within layouts to add a personal touch to the subject matter. Use it for elements like quotes, captions and callouts in text-heavy layouts.

Fonts: Adobe Garamond Pro Bold, Adobe Garamond Pro Regular, Adobe Garamond Pro Italic and others in the family allowed as needed

Alternative Fonts: Garamond (any), Times, Times New Roman

Available through: Adobe CC, Myfonts.com ($$)

Posters, Folders and 1-Sheets

When designing covers, posters or other 1-sheet items, consider designing them with an ad-like mentality for greatest impact. This means stripping the content down to the bare essentials and using a central image or images to convey meaning quickly.

When designing materials with large amounts of content, try using colors and spacing to help segment text into readable blocks.

Examples of 1-sheet designs are shown below.
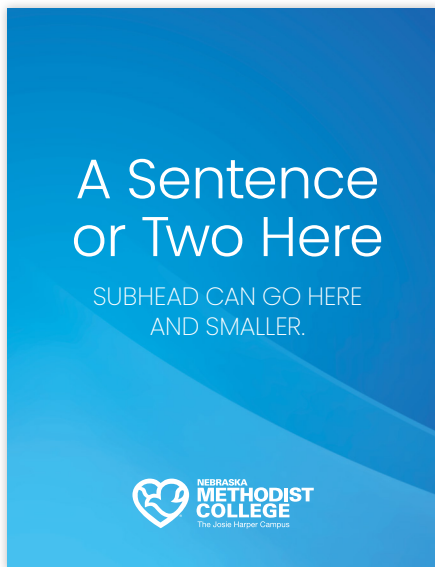
Simple sign or cover template

NMC Fact Sheet Template (Front)

MOT Prerequisite Guide

Hybrid MHS cover folder design

Based on MHS cover folder design

ABSN Inquiry Packet

Anatomy of a Fact Sheet

When designing collateral or other content, please try to follow a "less is more" strategy. In the case of an Admissions Fact Sheet (considered a long-term piece outside of ad campaigns), start with a basic letterhead format and then standardizing a hierarchy of information.

There are currently over 45 fact sheets in use with a great deal of variation in the amount and type of information provided on them. By standardizing a few key elements like the header, colors, size of the degree text and headline, we can create a visual consistency despite their differences in content. One look, and you'll know it's MHS, NMC and a fact sheet.

Division/Department or Document Type

Heart and Dove
Identifies us as
part of MHS

Website
Adobe Garamond italic, 13pt,
tracking 110

Degree
Myriad Pro Regular,
16pt, PMS 301

Headline
Myriad Pro Bold,
28pt, PMS 301

Subhead
Myriad Pro Bold,
12pt, PMS 301

Standard Blue Swoosh
MHS-provided backdrop used
in various general brand
collateral materials

Body Text
Myriad Pro Regular,
11pt preferred, Black (70% Tint)

Hyperlink
Myriad Pro Regular,
11pt preferred,
PMS 301 (70% Tint),
no underline

Logo Watermark
1-color, Black, Opacity 3%

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Bachelor of Science in
NURSING - ACCELERATED PROGRAM

Accelerated Nursing Program (ABSN)

If you are a college graduate and want to become a BSN nurse and put it to good use at a faster-than-normal pace, try our Accelerated Nursing degree option.

Graduates are prepared to assume nursing careers as competent nurses and healthcare leaders. The success of our Accelerated BSN graduates with state board examinations (NCLEX) is testimony to our student success.

Program Highlights

- Designed to be completed in 12 months for students with a non-nursing degree who are looking to enter the nursing field quickly.
- High-tech simulation labs and in-depth clinical experiences that allow students to gain confidence in their nursing skills.
- Students enter the program with a cohort that allows for a sense of community as they complete this fast-paced, rigorous program.
- Expert faculty with the experience and passion for nursing and teaching.
- 96% of ABSN graduates are employed within six months of graduation.

Program Admissions Criteria

Applicants are evaluated on the following criteria:

- Associate or bachelor's degree with a minimum cumulative GPA of 2.75 from a regionally accredited institution
- Successful completion (C- or above) of the general education prerequisite courses and conferred degree by July prior to program start
- Fulfillment of technical standards

Program Application Process

To be considered for admission, the following items must be submitted to the Centralized Application Service (NursingCAS):

- NursingCAS application
- Program/career awareness questionnaire
- Official transcripts from all colleges attended

We strongly suggest that you begin working on your application as early as possible and submit no later than two to three weeks before the published deadline. This will allow time for NursingCAS to verify transcripts and other submitted documents.

Application Deadlines

Application Deadline
Please refer to our website for updated deadline information.

Program Start Date
August

NEBRASKA
METHODIST COLLEGE
The Josie Harper Campus

Bulleted List
Font: Myriad Pro Regular, 11pt preferred, Black (70% Tint)
Left Indent: 22pt (.3056")
First Line Indent: -13pt (-.1806")
Leading: Auto
Space After/Paragraph: 1.5pt (.0208")

Use the correct logo
Always use the Josie Harper-tagged version in a format that contrasts strongly with the background. Use white when over a dark background, color when over white, black or PMS 301 in 1-color use. Allow space between the logo and other elements to prevent crowding.

When dealing with large blocks of table-based text it is sometime necessary to reduce the text size to fit it all on a single page. When this is necessary, please try to keep table text at 8pts or above for readability.

All fact sheets or program guides will require some kind of statement from Higher Learning Commission (HLC) or the appropriate accrediting body of the individual program.

Course Text
Myriad Pro Regular, 8pt, 80% Black
(darker for clarity against any shading)

Course List
Divided by semester here for student recruitment

Shading
10% Black, applied to row.
(Denotes coursework that cannot be transferred in)

Accreditation Info
Myriad Pro Condensed Italic, 6pt, 100% black
Requirements vary by accrediting body but usually includes logo and program statement.

Build/Version No.
Helpful for tracking

Mandatory Disclaimers
Required on all external-facing printed materials involving recruitment, class or program content.

Additional Info

Logo Watermark
1-color, Black, Opacity 3%

Logo
Full color version

Social Media
Logos for active accounts
Vector versions available

DEGREE GUIDE
methodistcollege.edu

ARTS & SCIENCES REQUIREMENTS

ACE Program Prerequisites†		Credits
The following prerequisite criteria is for **bachelor's and associate** prepared students:		43
COM 101	English Composition	3
HUM 210 or HUM 213	Introduction to Ethics or Principles and Practice of Ethics	3
CHE 101	Introduction to Chemistry with Lab	4
BIO 225	Human Anatomy & Physiology I	4
BIO 226	Human Anatomy & Physiology II	4
BIO 240	Principles of Nutrition	3
BIO 281	Microbiology with lab	4
PSY 101	Introduction to Psychology	3
PSY 215	Lifespan Development	3
SOC 101	Introduction to Sociology	3
MAT 110	Intermediate Algebra	3
MAT 260	Introduction to Statistics	3
SSC 370	Principles of Research	3
Bachelor's prepared students must meet the following **additional** prerequisite requirements:		+12
Electives in communications, social science or humanities within Arts and Sciences		12
Associate prepared students must meet the following **additional** prerequisite requirements:		+12
COM 102	Public Speaking	3
	Electives in communications, social science, or humanities within Arts and Sciences	9

ABSN COURSEWORK

Accelerated Nursing Program			Credits
Fall Semester (Two Half Terms)			26
Full Term	SCI 320	Introduction to Pharmacology	3
	BIO 315	Pathophysiology	3
	COR 290	Educated Citizen 290	1
1st Half	NRS 102/102C	Population Health I with Clinical	6
	NRS 110/110L	Health Assessment Across the Lifespan with Lab	4
2nd Half	NRS 105	Professionalism in Nursing	2
	NRS 200/200C	Population Health II with Clinical	7
Spring Semester (Two 8-week Terms)			26
1st Half	COM 255 or COM 262	Beginning Healthcare Spanish or American Sign Language	3
	NRS 201	Public Health Science	3
	NRS 300/300C	Population Health III with Clinical	7
2nd Half	NRS 301	Healthcare Policy	3
	NRS ___	Non-Clinical Nursing Elective	3
	NRS 400/400C	Population Health IV with Clinical	7
Summer Semester (Two Half Terms)			17
1st Half	NRS 402	Transition to Practice	3
	NRS 405	Healthcare Collaboration and Leadership/Global Health	3
	NRS 410/410C	Nursing Care of Special Populations with Clinical	5
2nd Half	NRS 471/471P	Senior Synthesis with Practicum	4
	COR 401	Educated Citizen 401	2
		Total Credits	**69**

All transfer credits will be evaluated. Transfer of credit is typically not available for courses that are shaded in gray.

† As a reminder, you do not need to have your prerequisites completed prior to the application deadline. If you are accepted into the program, it is contingent upon successful completion (C- or better) of the remaining prerequisites and conferred degree the July prior to program start.

CCNE ACCREDITED

The baccalaureate degree program in nursing/master's degree program in nursing/Doctor of Nursing Practice program at Nebraska Methodist College is accredited by the Commission on Collegiate Nursing Education, 655 K Street NW, Suite 750, Washington, DC 20001, 202-887-6791.

NCLEX
Upon graduation, students are eligible to take the NCLEX-RN exam, which is consistent with nursing practice.

The programs, requirements, and policies—including, but not limited to, statements on admission, tuition, fees, and course offerings—contained above are subject to change at the discretion of the College without notice, obligation, or liability. Any changes may also be applied to currently matriculated students. Updates, certifications, and changes are available at the College website, methodistcollege.edu. Nebraska Methodist College prohibits discrimination based on race, ethnicity, sex, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, pregnancy, gender identity, status as a U.S. Veteran, or other protected class, that adversely affects that employment or education as well as discrimination on the basis of sex in any education program or activity receiving federal financial assistance. The following has been designated to handle inquiries regarding NMC's non-discrimination policies: Executive Vice President at (402) 354-7259. For more information, please see NMC's Equal Opportunity/Non-Discrimination and Title IX—Sexual Misconduct policies at www.methodistcollege.edu.

1024-BS5

NEBRASKA METHODIST COLLEGE
The Josie Harper Campus

720 N. 87th St., Omaha, NE 68114
(402) 354-7200
admissions@methodistcollege.edu
methodistcollege.edu

The NMC Brand Voice

The NMC Brand voice should be used for general audiences. In copy, the voice is conversational, helpful and welcoming. It should capture the caring and compassionate nature of our faculty, administration, staff and students, and show readers that they belong at NMC. NMC should feel like "home," yet still be professional.

We strive to be a diverse and inclusive campus, so we use inclusive language whenever possible. Our audience should feel assured and confident in choosing NMC.

Since everything we say, do and express to our students is a reflection of NMC, it's vital that our communications are carefully worded. We should **avoid being or sounding negative**, uncaring or disingenuous as these are not qualities we want associated with NMC.

How We Present Ourselves

- Approachable
- Authentic
- Compassionate
- Warm
- Thought Leaders
- Innovative

- Hopeful
- Empowering
- Community-centered
- Steady
- Reliable
- Partners

Remember Our Core Values

Caring - We are concerned for the well-being of all people and demonstrate this concern through kindness, compassion and service.

Excellence - We expect the best from everyone and hold ourselves to the highest ideals of personal, professional and organizational performance.

Holism - We recognize and honor the interrelatedness of all things and all people and are committed to the development of the whole person.

Learning - We embrace the experiential process by which knowledge, insight, understanding and ultimately wisdom are created for ourselves and those we serve.

Respect - We recognize and uphold the dignity and self-worth of every human being and promote honest and forthright interpersonal communication and behaviors.

Editorial Style Guide

People are often introduced to the College through the written word, either in our publications or on our website. We want them to concentrate on our messages and not be distracted by inconsistencies in style, spelling or punctuation. This editorial style guide provides a set of standards to help you in your communications with our external audiences so they are consistent, accurate and reflect well upon the college.

APA Style vs AP Style

Due to the vast differences in audiences and subject matter there are going to be times when one style does not fit all. In short, **use the writing style that best suits the intended audience** and the material you are creating.

- Academic papers will most likely use American Psychological Association (APA) Style and APA Format. The APA style was developed for exactly this purpose and academic audiences will expect it.

- Non-technical or marketing-oriented documents may use Associated Press (AP) Style. AP style was created for journalism and news writing and is commonly used in online news, magazines, tabloids and newspapers. NMC Marketing uses a modified version of AP Style for external marketing.

NMC Marketing Style (Modified AP)

academic advisor - "or" is the preferred spelling

academic degrees - Degree names are capitalized when the full title is used. Examples: Bachelor of Science in Nursing or Master of Science in Nursing. With informal usage, such as associate degree in respiratory care, there is no capitalization because it is not the proper name of the degree. The general usage for most degrees when abbreviating is to capitalize and not use periods. For example: AS in Respiratory Care.

addresses - the abbreviations Ave., Blvd., and St. may be used with a numbered address.

alumna - one female graduate

alumnae - more than one female graduate

alumnus - one male graduate

alumni - more than one graduate

apartment-style housing - The specific type of student housing we offer. Josie's Village is not a dorm.

APRN or ARNP - State designations are different. Use APRN in Nebraska and ARNP in Iowa.

campus address - U.S. mail should include the recipient's name or department name, office number (if known) and the official campus address: 720 N. 87th St., Omaha, NE 68114.

campus name - the official name for the physical college is Nebraska Methodist College - the Josie Harper Campus. Following the first usage you may use NMC.

campus buildings - the building on campus should be referred to as: the Riley-Leinart Center, the Clark Center and Josie's Village. Refer to the campus map for locations or directions.

commas - As per MHS style we don't use the Oxford comma at the end of a list

coursework - one word

credentials - For mass media and consumer-facing materials, identify providers to the audience using their first and last name and credentials in the following format: Jane Doe, BSN

Credentials should always be listed from highest to lowest (i.e. John Smith, PhD, RN).

Depending on circumstances, we may abbreviate credentials in marketing materials.

For multiple credentials, display in this order:
- Highest non-nursing degree (such as MBA or PhD)
- Highest nursing degree (MSN or BSN)
- License (RN or LPN)
- State Designations (APRN in Nebraska, or ARNP in Iowa)
- National Designations (usually board certifications like FNP-BC)
- Awards & Honors (fellowships like FACOG or FACHE)

curriculum - singular (curricula or curriculums in the plural)

days of the week - abbreviate only for tabular formats - these three-letter forms are used without a period: Mon, Tue, Wed, Thu, Fri, Sat and Sun.

Dean's List - capitalize

degrees - associate, bachelor's, master's, doctoral

degrees with distinction - Lowercase cum laude, magna cum laude and summa cum laude.

Dr. - For those who hold a PhD or EdD, the use of Dr. can be used as a courtesy title on first reference in writing. On second and subsequent references, the person's last name is used.

email - correspondence sent electronically

email address - lowercase, without a hyphen

email address (NMC) - your college email address should always be displayed in writing as Firstname.Lastname@methodistcollege.edu

grade point average - No hyphens; GPA on second reference.

healthcare - one word is the preferred usage

home page - two words

housing or student housing - NMC's on-campus housing is called Josie's Village. We do not have "dorms"

interdisciplinary - no hyphen

internet - lowercase

Josie's Village - NMC's on-campus housing

Methodist Health System - NMC is an affiliate of the Methodist Health System. "Nebraska Methodist Health System" is only used on certain legal documents. After first usage, you may use MHS for short.

months - The following months are abbreviated when used with a specific date:

Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Spell out the month when using alone or with a year - no comma is needed between the month and year.

In a tabular format, these three-letter forms are used without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov and Dec. (The only exception is in a formal invitation, where the month may be spelled out with the date and year: January 1, 2010.)

When editorial copy includes a month, day and year, set off the year with commas: On Jan. 6, 2012, NMC students started the spring semester.

more than vs. over - More than specifies an amount; over refers to spatial relationships. Examples:

NMC was founded more than 125 years ago.
The medical helicopter often flies over campus.

numerals - Spell out numerals used at the beginning of a sentence. In text, numerals one through nine are spelled out; use numerals for 10 and above. In a sentence where a series of numerals is used, follow the same guidelines.

> *Example: You can take four classes and earn 16 credits.*

> *Exceptions: Always use numerals in text for ages, credit hours, page numbers, percentages, dates and addresses.*

official name - Nebraska Methodist College - the Josie Harper Campus

on-campus vs on campus - "on-campus" is only hyphenated when it's an adjective before a noun. It's not hyphenated when used as a preposition and noun. For example:

> *Courses include on-campus laboratories and off-campus fieldwork.*

> *Students will be on campus two days a week.*

online - one word

PC - personal computer

percent - This is one word. In most uses, including text, spell out the word. Use the symbol (%) only in a table of figures.

postbaccalaureate - no hyphen

postdoctoral - no hyphen

postgraduate - no hyphen

postsecondary - no hyphen

seasons - fall or spring semester (References to seasons as well as academic semesters should be lowercase.)

telephone numbers - include the area code; use hyphens and parentheses. Example: (402) 354-7000

time - use numerals in all cases, except for noon and midnight. Always lowercase a.m. and p.m. and use periods. Do not use zeros with on-the-hour times.

titles of works - Use quotation marks around titles of the following: books, movies and plays; short stories and poems; magazine and newspaper articles; musical compositions; lectures and speeches; art exhibits or individual paintings; television and radio show titles; and titles of individual episodes of a show.
The names of magazines, newspapers, reference works and journals are used in editorial text without quotation marks around them.

URL - All caps; acronym for Uniform Resource Locator, which is the term for World Wide Web addresses.

URLs - World Wide Web addresses should be lowercase, with no spaces between the characters. At present, include the "https://" or other server designation at the beginning of the URL. Not all WWW browsers automatically insert this information, and not all WWW servers are https servers.

web - lowercase

website - one word, lowercase