

Subject: Use of Institutional Name
Number: 220
Issued by: Vice Chancellor for Advancement
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University of South Carolina Beaufort

1. Formal written reference: "University of South Carolina Beaufort." Do not use a hyphen, dash or comma before the campus name. Do not use prepositions such as "in" or "at."

Example: University of South Carolina Beaufort

2. For an informal reference, "USCB" may be used in place of "University of South Carolina." Use a space between USC and the campus name. Do not use a hyphen, dash or comma before the campus name. Do not use prepositions such as "in" or "at."

Example: USC Beaufort

3. On second reference, "USCB" may be used. There should be no space or punctuation between the "C" and "B." Do not use periods between the letters.

Example: USCB

4. Capitalize "university" when referring specifically to USCB.

Example: I teach at the University.

5. "The" is not part of the formal name of the University; do not include it in stand-alone references to the University or in addresses. When the school name is preceded by "the" in text, do not capitalize it.

Example: I teach at the University.

University of South Carolina Beaufort

One University Boulevard

Bluffton, SC 29909

6. Beaufort can be referred to as a "senior campus" or a "four-year campus" of the University of South Carolina Columbia.

7. University of South Carolina Columbia is the designation of the main campus in Columbia. Use this designation when necessary to avoid confusion in printed materials.