➤ Brand Style Guide

blackbaud™

your passion ➤ our purpose

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➤ I. Our Brand

A New Blackbaud

Our brand permeates every facet of our company and everything we do. It defines us and gives us a clear direction for how to position our products, as well as how to communicate with our customers and the world at large. Your role is critical to the success of Blackbaud. Together, let's continue to promote and practice our company purpose and values — and deliver on our brand promise!

Marc Chardon
CEO & President

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➤ **Our Purpose**

Blackbaud powers the business of philanthropy from fundraising to outcomes.

➤ Our Values

These are the values our brand is built upon. They are the foundation of our company and the pillars of each message we deliver.

> Our people make us great.

> Customers are at the heart of everything we do.

> We must be good stewards of our resources.

> Innovation drives success.

> Our actions are guided by honesty and integrity.

> Service to others makes the world a better place.

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➤ Our Brand Position

The identity and value of our brand needs to be actively communicated and demonstrate an advantage over competing brands.

"Unparalleled Expertise for Nonprofits"

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➤ Our Brand Reward

A promised benefit that motivates customers and prospects to choose Blackbaud. The brand reward is the overall customer takeaway from working with Blackbaud.

"When I partner with Blackbaud, I accomplish my mission."

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➤ Our Brand Promise

The establishment of a performance level that we all live up to and consistently deliver. The quality of a brand is determined by the promises made and the promises kept.

Blackbaud's technology and nonprofit expertise empower customers to drive change and make the world a better place.

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➤ Our Brand Personality

The set of human characteristics we want associated with our brand. It describes the unique way we present ourselves to the world.

Smart
> Leading edge, tech savvy, experts, outcomes-focused, experienced

Exciting
> Visionary, innovative, cool, engaged, agile, passionate

Sincere
> Committed, empathetic, helpful

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➤ **II. Blackbaud Brand Articulation**

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➤ Our Design Philosophy

The Blackbaud brand is our identity. It is the first thing people experience when they interact with us. A brand is communicated via many different channels, with design playing an integral role. The design philosophy behind our brand expression — from the logotype to direct mail, presentations, emails, and website — must speak the language of clarity, simplicity, and understated elegance. Whenever possible, it should be thought-provoking, intriguing, and should communicate our brand personality as **smart**, **exciting,** and **sincere**.

Here are some guiding principles that define how we approach design as a company:
• Every element of design must have a purpose.
• The design must be customer-centric and communicate our passion for each customer's purpose.
• Less is always more.
• The purpose of the communication should be obvious through intelligent design.
• Think outside the box while staying aligned with the Blackbaud brand guidelines.

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➤ Our Brand as a Logo and Tagline

> Open, accessible, and friendly.   > Tech-savvy, innovative, and advanced.

> Customized letterform combined in an inviting and professional manner.

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your passion ➤ our purpose

> Brings to life Blackbaud's purpose and brand reward.

III. Blackbaud Brand Expression: Graphic Standards

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Blackbaud Logo Color Usage

Blackbaud logo usage has been designed to work in a variety of applications. For a breakdown of specifications for different media, please see the Blackbaud Corporate Color Palette requirements (section III.6). When applying the logo to one of the specified versions below, please ensure adherence to the logo space and size usage requirements (section III.3).

> Full color version

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your passion ➤ our purpose

> One color version

blackbaud™
your passion ➤ our purpose

blackbaud™
your passion ➤ our purpose

blackbaud™
your passion ➤ our purpose

> Color with background

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your passion ➤ our purpose

blackbaud™
your passion ➤ our purpose

blackbaud™
your passion ➤ our purpose

> A white logo with background

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blackbaud™
your passion ➤ our purpose

blackbaud™
your passion ➤ our purpose

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➤ Blackbaud Logo Space and Size Usage

The logo must be portrayed accurately on every material in which it is displayed. Maintaining the visual integrity of the logo requires always allowing an adequate amount of clear space around it, regardless of where it sits on the page or screen.

> **Minimum clear space**
> Maintaining a minimum amount of space around the brand mark ensures that it is always clear and legible. Always respect this exclusion zone and do not allow any other graphic elements or words.

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> **Minimum size**
> Maintaining the minimum size of the brand mark will ensure that the typography is always at a readable size.

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11/32"
(8.73125 mm)

1-1/4"
(31.75 mm)

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5/32" (3.96875 mm)

1"
(25.4 mm)

Blackbaud Logo Tagline Usage

The logo without tagline should have the registered symbol, and the logo with the tagline should have the trademark symbol.

> **Logo without tagline**
> Signage

> **Logo without tagline**
> Size less than 1-1/4" wide

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5/32" (3.96875 mm)

1"
(25.4 mm)

> **Logo with tagline**
> Marketing and promotional
> materials

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Blackbaud Logo Incorrect Usage

> **DO NOT** substitute another font for the logotype and tagline.

> **DO NOT** stretch or change the proportions of the logo. (Hold shift key while resizing to maintain logo proportions.)

> **DO NOT** stray away from the logo color variation.

> **DO NOT** alter the location of the tagline.

> **DO NOT** place logo over spectrum, dark backgrounds, or place a border around the logo.

> **DO NOT** reverse out the logo over distracting or low contrast backgrounds that alter legibility.

> **DO NOT** lock the logo with the company URL or address.

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Blackbaud Corporate Color Palette

Color is a core building block of our brand identity. Blackbaud Green has been chosen to depict growth, innovation, excitement, and intensity. Deep Gray has been chosen to reinforce Blackbaud's position as a smart, stable technology leader. The color spectrum is a graphic element which unifies and symbolizes the diversity of products and services Blackbaud offers. The spectrum serves as the foundation for color systems that are used for corporate competencies, market verticals, and products. In order to maintain a cohesive brand articulation, the spectrum cannot be modified.

> Corporate Colors

Blackbaud Gray
PMS 425C
C38 **M**28 **Y**21 **K**63
R80 **G**83 **B**90
HEX 50535a

Blackbaud Green
PMS 376C
C60 **M**0 **Y**100 **K**0
R140 **G**190 **B**79
HEX 8cbe4f

> Corporate Color Spectrum

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➤ Blackbaud Brand Architecture

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Audience ·····················• K–12, Higher Education, Arts & Cultural, Human Services, Healthcare, Faith-Based

Competencies ·············• Blackbaud Direct, Blackbaud Interactive, Blackbaud Financial, Blackbaud CRM, Blackbaud Fundraising, Blackbaud Analytics, Blackbaud Services

Products/Services ········• The Raiser's Edge, The Raiser's Edge(*i*), The Financial Edge, Fundware, The Patron Edge, Altru, Direct Marketing, Data Management, Sphere, NetCommunity, Blackbaud Merchant Services, eTapestry, Target Analytics, Donor Centrics, Data Enrichment Services, Blackbaud Learn

Range Descriptors ········• Starter, Essentials, Pro, Enterprise, Unlimited

Blackbaud Competency Color Palette

Blackbaud SERVICES
Consulting Services, Data Management Services

Blackbaud DIRECT
Blackbaud Direct Marketing

Blackbaud INTERACTIVE
Blackbaud Sphere, Blackbaud NetCommunity

Blackbaud FINANCIAL
Financial Edge, Fundware

Blackbaud CRM

Blackbaud TRAINING
Blackbaud Learn

Blackbaud FUNDRAISING
The Raiser's Edge, The Raiser's Edge(i), eTapestry

Blackbaud ANALYTICS
Target Analytics, Donor Centrics, Data Enrichment Services

Blackbaud PAYMENT SERVICES
Blackbaud Merchant Services

Blackbaud APPLICATION HOSTING

The competency colors in this Style Guide not only play a role in defining the aesthetic of our brand, but they also serve to distinguish individual core competencies within Blackbaud's services and product offerings. The specific colors were strategically chosen from the overall Blackbaud spectrum, with each color being complementary yet sufficiently distinct. This brand protocol has been established in order for the aforementioned colors to always be associated and used in tandem with a given competency. The products and services listed below are not a complete list; they are provided as examples.

> Primary

| 7442 | 272 | 2995 | 3275 | 361 | 7409 | 1585 | 1788 | 7426 | 491 |

> Tints for medium to dark background

| 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% |

> Background

| 425 | 10% | 25% | 40% | 50% | 75% | 90% |

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➤ Blackbaud Competency Color Palette — Extended

> Primary

PMS 7442C	PMS 272C	PMS 2995C	PMS 3275C	PMS 361C	PMS 7409C	PMS 1585C	PMS 1788C	PMS 7426C	PMS 491C
C50 M70 Y0 K0	C60 M50 Y0 K0	C88 M0 Y0 K0	C94 M0 Y47 K0	C75 M0 Y100 K0	C0 M30 Y95 K0	C0 M62 Y100 K0	C0 M88 Y80 K0	C20 M100 Y60 K0	C0 M91 Y100 K60
R130 G100 B167	R116 G125 B186	R52 G177 B236	R53 G171 B160	R57 G181 B74	R253 G185 B36	R245 G126 B32	R239 G70 B62	R172 G39 B83	R122 G22 B0
HEX 8d64aa	HEX 747dba	HEX 34b1ec	HEX 35aba0	HEX 39b54a	HEX fdb924	HEX f57e20	HEX ef463e	HEX b01a48	HEX 7a1600

> Tints (50%)

PMS 7442C (50%)	PMS 272C (50%)	PMS 2995C (50%)	PMS 3275C (50%)	PMS 361C (50%)	PMS 7409C (50%)	PMS 1585C (50%)	PMS 1788C (50%)	PMS 7426C (50%)	PMS 491C (50%)
C25 M35 Y0 K0	C30 M25 Y0 K0	C44 M0 Y0 K0	C47 M0 Y24 K0	C38 M0 Y50 K0	C0 M15 Y48 K0	C0 M31 Y50 K0	C0 M44 Y40 K0	C0 M50 Y23 K9	C0 M45 Y50 K30
R188 G166 B208	R175 G180 B219	R129 G212 B247	R131 G207 B202	R163 G211 B156	R255 G217 B147	R251 G186 B134	R248 G162 B140	R225 G140 B147	R184 G119 B93
HEX bca6d0	HEX afb4db	HEX 81d4f7	HEX 83cfca	HEX a3d39c	HEX ffd993	HEX fbba86	HEX f8a28c	HEX e18c93	HEX b8775d

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Blackbaud Typographic Specifications by Competency

Blackbaud SERVICES
Consulting Services, Data Management Services

Blackbaud DIRECT
Blackbaud Direct Marketing

Blackbaud INTERACTIVE
Blackbaud Sphere, Blackbaud NetCommunity

Blackbaud FINANCIAL
Financial Edge, Fundware

Blackbaud CRM

Blackbaud TRAINING
Blackbaud Learn

Blackbaud FUNDRAISING
The Raiser's Edge, The Raiser's Edge(*i*), eTapestry

Blackbaud ANALYTICS
Target Analytics, Donor Centrics, Data Enrichment Services

Blackbaud PAYMENT SERVICES
Blackbaud Merchant Services

Blackbaud APPLICATION HOSTING

Blackbaud DIRECT

> Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

> **Helvetica Neue 67 Medium Condensed**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Blackbaud Typographic/Color Specifications by Product

Blackbaud SERVICES
Consulting Services, Data Management Services

Blackbaud DIRECT
Blackbaud Direct Marketing

Blackbaud INTERACTIVE
Blackbaud Sphere, Blackbaud NetCommunity

Blackbaud FINANCIAL
Financial Edge, Fundware

Blackbaud CRM

Blackbaud TRAINING
Blackbaud Learn

Blackbaud FUNDRAISING
The Raiser's Edge, The Raiser's Edge(*i*), eTapestry

Blackbaud ANALYTICS
Target Analytics, Donor Centrics, Data Enrichment Services

Blackbaud PAYMENT SERVICES
Blackbaud Merchant Services

Blackbaud APPLICATION HOSTING

Naming examples

Altru
The Raiser's Edge
Blackbaud NetCommunity Grow
Blackbaud for Small Schools

> Helvetica Neue 67 Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Blackbaud Typographic Specifications by Market Vertical

Blackbaud SERVICES
Consulting Services, Data Management Services

Blackbaud DIRECT
Blackbaud Direct Marketing

Blackbaud INTERACTIVE
Blackbaud Sphere, Blackbaud NetCommunity

Blackbaud FINANCIAL
Financial Edge, Fundware

Blackbaud CRM

Blackbaud TRAINING
Blackbaud Learn

Blackbaud FUNDRAISING
The Raiser's Edge, The Raiser's Edge(*i*), eTapestry

Blackbaud ANALYTICS
Target Analytics, Donor Centrics, Data Enrichment Services

Blackbaud PAYMENT SERVICES
Blackbaud Merchant Services

Blackbaud APPLICATION HOSTING

> Blackbaud signature remains 4 points larger than the competency

Blackbaud
for Higher Education

> Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Blackbaud
for Human Services Organizations

Blackbaud
for Healthcare Organizations

Blackbaud
for K–12 Schools

Blackbaud
for Arts & Cultural Organizations

Blackbaud
for Faith-Based Organizations

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➤ Blackbaud Product Trademarks

> General

Blackbaud®

Blackbaud Europe™

Blackbaud Pacific™

Conference for Nonprofits™

Target Analytics®, a division of Blackbaud, Inc.

> Products

Enterprise

Blackbaud Direct Marketing™

Blackbaud CRM™

Blackbaud Infinity™

Luminate®
- Luminate Online™
- Luminate CRM™
- Luminate TeamRaiser™
- Luminate Advocacy™
- TeamRaiser®

Software Development Kit

The Raiser's Edge® Enterprise™

Fundraising

Blackbaud Merchant Services™

eTapestry®

GiftMaker Pro™

Luminate®
- Luminate Online™
- Luminate CRM™
- Luminate TeamRaiser™
- Luminate Advocacy™
- TeamRaiser®

Team Approach®

The Raiser's Edge®
(The Raiser's Edge® 7 and above)
- Address Validation™
- Application Programming Interface™ (API)
- CounterPoint SQL (CounterPoint SQL is owned by Synchronics, a division of Radiant Systems)
- MaestroSoft®
  - AuctionMaestro Pro®
  - MaestroWeb®
- PaperSave®
- Point of Sale™
- Postal Discounts™
- RE:Alum®
- RE:Anywhere™
- RE:API™
- RE:EFT™
- RE:Event®
- RE:Event® plus Auction-Tracker®
- RE:Express™

- RE:Member®
- RE:NetSolutions™
  - RE:NetAdvocacy™
  - RE:NetDirectories™
  - RE:NetDonors™
  - RE:NetEvents™
  - RE:NetMail™
  - RE:NetMembers™
  - RE:NetVolunteers™
- RE:PlannedGiftTracker™ (US) / RE:Legacies™ (UK)
- RE:Queue®
- RE:Search™
- RE:Tribute®
- RE:VBA™
- RE:Volunteer®
- RE:WriteBack™
- Read-Only Database Assistance™ (RODBA)
- Recurring Gifts Management™
- Blackbaud GiftAid™ (for UK customers)
- Visual Basic for Applications™ (VBA)

The Raiser's Edge(*i*)™

The Raiser's Edge® for Windows®
(Use only for 6.x versions)

The Raiser's Edge® Enterprise™

Blackbaud Insight™ for The Raiser's Edge®

Data Health Center™ for The Raiser's Edge®

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Blackbaud Product Trademarks

The Raiser's Edge® Custom Modules
- Volunteer Time System™
- Call Center™
- MapPoint® Integration
- ZIPFinder Radius Search™
- Duplicate Constituent Merge™
- Advanced Import
- Guest Management™
- Present Value of Pledges™

Business Intelligence

Blackbaud Performance Management™

The Information Edge™

Financial Management

The Financial Edge™
- Accounting Forms™
- Accounting Queue™
- Accounts Payable™
- Accounts Receivable™
- Advanced Budget Management™
- Advanced Security™
- Allocation Management™
- Application Programming Interface™ (API)
- Budget Management™
- Cash Management™
- Cash Receipts™
- Consolidation Management™

- CounterPoint SQL (CounterPoint SQL is owned by Synchronics, a division of Radiant Systems)
- Electronic Funds Transfer™
- eRequisitions™
- Fixed Assets™
- General Ledger™
- Payroll™
- PaperSave®
- Point of Sale™
- Project, Grant and Endowment Management™
- Purchase Orders™
- School Store Manager™
- Student Billing™
- View-only Licenses™
- Visual Basic for Applications™ (VBA)
- WebInvoicing™
- WebPortal™
- WebPurchasing™

FundWare®

Accounting For Nonprofits™
- Accounting Forms™
- Accounts Payable™
- Accounting Open™
- Accounting Queue™
- Accounts Receivable™
- Bank Reconciliation™

- Budget Management™
- Electronic Funds Transfer™
- Fixed Assets™
- General Ledger™
- Interest Income Allocation™
- Miscellaneous Cash Receipts™
- Payroll™
- Point of Sale™
- Project, Grant and Endowment Management™
- Purchase Orders™
- School Store Manager™
- Student Billing™

School Administration

Total School Solution™

Blackbaud Student Information System™

Total Campus Solution™

Online Campus Community™
- NetConnection™

The Education Edge™
- Admissions Office™
- Application Programming Interface™ (API)
- Faculty Access for the Web™
- NetClassroom™
- NetInquiry™
- Online Admissions™

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➤ Blackbaud Product Trademarks

- Read-Only Database Assistance™ (RODBA)
- Registrar's Office™
- School Store Manager™
- Student Billing™
- Visual Basic for Applications™ (VBA)

Education Administration™
- Academy Manager™
- Admissions Office™
- Automated Master Schedule Creation™
- Automated Student Scheduling™
- Data Entry Scanning™
- EA:Open™
- Faculty Access for Windows and the Web™
- NetClassroom™
- Registrar's Office™
- School Store Manager™

Prospect Research

Target Analytics,® a division of Blackbaud, Inc.
- donorCentrics™
- Target Tags™
- Blackbaud Custom Mail Services™
- Fundraising Right™
  Right people. Right plan. Right now.
- The Researcher's Edge™
- ResearchPoint™
- Target Analytics®
- PeopleLink™

- ProspectPoint®
- WealthEstimator™
- WealthPoint®
- WealthPoint® Advantage
- WealthPoint® Online
- WealthPoint® Screening Indicator
- WealthPoint® for The Raiser's Edge®
- WealthPoint® for The Researcher's Edge™

Ticketing

Blackbaud's Arts and Cultural Solution™

Altru®

The Patron Edge®
- Access Control™
- CRM™
- Event Planning and Definition™
- Memberships and Subscriptions™
- Merchandise™
- Single Tickets™
- Ticket Design™
- Venue Configuration™

The Patron Edge® Online
- Agent™
- CRM™
- Discounts™
- Membership & Renewals™
- Merchandise™
- Restrictions™

- Single Tickets™
- Subscription & Renewals™

Internet Solutions

WealthPoint® Online

Blackbaud Sphere®
- Sphere® Events™
- Sphere® Events Advanced™
- Sphere® eMarketing™
- Sphere® eMarketing Advanced™
- Blackbaud Sphere Grow™
- CharityGift®
- CharityGift Certificate®
- Community Power®
- Friends Asking Friends®
  - FundraisewithFriends™
- GivingCapital®
- The Giving Communities®
- The Giving Experience®
- Kintera®
- Kintera Connect®
- Kindmark®
- KM®
- Powergiving System®
- Social CRM®
- VIP®

Blackbaud NetCommunity™
- Blackbaud NetCommunity™

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Blackbaud Product Trademarks

Advanced Edition
- NetAdvocacy™
- Online Campus Community™
  - NetConnection™
- TeamFundraising™
- TrueCRM™

Blackbaud NetCommunity Grow™

Blackbaud NetCommunity Universal™

Blackbaud NetCommunity Spark™

BlackbaudNow®
- Blackbaud DonorNow™
- Blackbaud WebNow™
- Blackbaud EmailNow™

Blackbaud Nonprofit Central™

The Education Edge™
- Faculty Access for the Web™
- NetClassroom™
- NetInquiry™
- Online Admissions™
- Online Campus Community™
  - NetConnection™

Luminate®
- Luminate Online™
- Luminate CRM™
- Luminate TeamRaiser™
- Luminate Advocacy™

- TeamRaiser®

The Financial Edge™
- WebInvoicing™
- WebPortal™
- WebPurchasing™
- eRequisitions™
- School Store Manager™

The Patron Edge® Online
- Agent™
- CRM™
- Discounts™
- Membership & Renewals™
- Merchandise™
- Restrictions™
- Single Tickets™
- Subscription & Renewals™

The Raiser's Edge®
- RE:Anywhere™
- RE:NetSolutions™

> **Professional Services**

Guide Creative™

Blackbaud Forms™

Blackbaud Staffing Solutions™

Blackbaud Payment Services™

Consulting Services (is not trademarked, but is the preferred usage phrase)

Data Management Services™

Data Enrichment Services™
- DELIVER Suite
  - AddressAccelerator™
  - AddressFinder™
  - PostalSaver™
- AddressAccelerator™ for Canada
- AddressAccelerator™ for The Raiser's Edge®
- AddressFinder™ for The Raiser's Edge®
- AgeFinder™
- Blackbaud Connects™
- Blackbaud ListFinder™
- CongressionalDistrictFinder™
- CountyFinder™
- DeceasedRecordFinder™
- EmailFinder™
- GenderFinder™
- ImportAccelerator™
- LegislativeDistrictFinder™
- MatchFinder® Plus
- PeopleFinder™
- PeopleFinder™ for The Raiser's Edge®
- PhoneFinder™
- PhoneFinder™ for The Raiser's Edge®
- PostalDiscounts™ (for Canada)

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⯈ Blackbaud Product Trademarks

Educational Services (is not trademarked, but is the preferred usage phrase)
- Blackbaud Learn®
  - Training is Everything®
- Blackbaud Training Pass™

Blackbaud Application Hosting™

The Blackbaud Advantage™
- Advantage™
- Advantage Professional™
- Advantage Priority™

The Raiser's Edge® Web Services
- AddressAccelerator™ for The Raiser's Edge®
- AddressFinder™ for The Raiser's Edge®
- DeceasedRecordFinder™ for The Raiser's Edge®
- PeopleFinder™ for The Raiser's Edge®
- PhoneFinder™ for The Raiser's Edge®
- WealthPoint® for The Raiser's Edge®
- Data Health Center™ for The Raiser's Edge®
- AddressAccelerator™ for The Raiser's Edge®
- AddressFinder™ for The Raiser's Edge®
- DeceasedRecordFinder™ for The Raiser's Edge®
- PhoneFinder™ for The Raiser's Edge®

> **Other**

Complete Church Management Solution™

Blackbaud's Complete Faith-Based Solution™

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Blackbaud Typography

Print

Headline/Body Copy average size 24 – 28 pt and 9 – 13.5 pt	**> Helvetica Neue 47 Light Condensed** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Subhead average size 9 – 18 pt	**> Helvetica Neue 67 Medium Condensed** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Other considerations average size 6 – 32 pt	**> Helvetica Neue 57 Condensed** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Body Copy alternative average size 8 – 10 pt	**> Helvetica Neue 45 Light** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Body Copy alternative average size 8 – 10 pt	**> Helvetica Neue 55 Roman** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Subhead alternative average size 8 – 16 pt	**> Helvetica Neue 75 Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Web

Body Copy average size 10 – 12 pt	**> Arial Regular** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Callouts/Bullets/Subheads average size 14 – 16 pt	**> Arial Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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➤ IV. Blackbaud Brand Imagery and Applications

Blackbaud Image Style

Graphic pattern supports product message

Deep-etched silhouette

The Blackbaud Brand Image has been designed to reflect a focused purpose in our communications with our audiences. The result is a distinctive look and feel that sets a tone that is both professional as well as warm, accessible, and friendly.

> **Photographic (imagery):** Blackbaud's technique of using isolated imagery as a central focal point distills the imagery to its essentials — creating focus and clarity. This can be acheived in one of two ways: 1. Creating a "deep-etched" silhouette from a continuous tone photograph, or 2. Utilizing vector imagery that can be easily separated from surrounding elements.

Whenever possible, accentuate stock imagery with the application of graphic patterns or icons that relate to the featured product or competency. When searching or commissioning imagery, there should be an attempt to keep the artistic intent authentic and current with the times. Avoid hairstyles, props, wardrobe, or any other elements that would make your photo appear obsolete. Regardless of concept, the subject matter should be warm and approachable.

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Blackbaud Image Style — Extended

> **Graphic email:** The text at the top left corner of a graphic email should designate the appropriate competency, product, or vertical. A single banner may be placed on the left of the email to promote a special offer, etc. Every email should offer a primary call to action and must include Blackbaud's standard footer information.

Also available are a number of email designs for webinar invitations, promos, event invites, blog, etc. Text-only templates are designed for ease of use when a time-sensitive message not tied to a specific campaign must be communicated.

Blackbaud Corporate Print Advertising Standards

Blackbaud's corporate advertising is designed to create a platform from which to communicate the spirit and mission of our company. It also serves to educate, motivate, and inform our various audiences of what our company stands for and where we are going.

Competency designation

First instance of product name in ad requires necessary trademark info

Supporting graphic element in competency color

Body content set at approximately 10/15. Space after = 0.125 in. These settings may be adjusted according to ad size specs, length of content, etc.

Relevant URL

Open area for optional callout info

Deep-etched silhouette

Inner margin equal to outer margin

White space height equal to spectrum height.

Blackbaud **CRM**

ZDNet CRM Watchlist ★ 2012 Winner

"We chose **Blackbaud CRM**™ not only for what it does for us today…but where it **stretches the horizon for us**.

— Dean Feener,
The Salvation Army Southern Territory

Blackbaud is proud to partner with The Salvation Army, helping them reach the next-generation of supporters and empower their mission to do the most good.

In 2011, The Salvation Army National Headquarters successfully transitioned online giving and The Online Red Kettle to Blackbaud Internet Solutions. In addition, The Southern Territory is using Blackbaud CRM to gain a 360-degree view of constituents. By combining constituent information with Blackbaud's Target Analytics® services, their development officers have secured **$4.2 million** in previously **undiscovered planned gifts**.

Hear their story and discover ways to give to The Salvation Army in your community! **www.blackbaud.com/DoingTheMostGood**

Scan this code to learn more and watch this story come to life.

blackbaud
your passion ▶ our purpose

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Blackbaud Corporate Identity Applications

Letter produced on corporate letterhead should be formatted with margins shown above. The preferred typeface is 8 point Helvetica Neue 55 Roman with 12 point leading.

The address on corporate letterhead should be formatted with margins illustrated above. The address must always appear below the Blackbaud logo. The preferred typeface is 12 point Helvetica Neue 55 Roman with 15 point leading.

➤ Blackbaud Corporate Identity Applications

> Press Release

Content produced on the Press Release template should be formatted with the margins shown above. Use style sheets set up in the original template for type specifications and type colors. The preferred typefaces are:

Headline: Helvetica Neue 67 Medium Condensed
Call out under Headline: Helvetica Neue 56 Italic
Subheads: Helvetica Neue 75 Bold

Body: Helvetica Neue 55 Roman
Copy under "About Blackbaud": Helvetica Neue 57 Condensed

Blackbaud Corporate Identity Applications

> Media Alert

Content produced on the Media Alert template should be formatted with the margins shown above. Use style sheets set up in the original template for type specifications and type colors. The preferred typefaces are:

Headline: Helvetica Neue 67 Medium Condensed
Callout under Headline: Helvetica Neue 56 Italic
Subheads: Helvetica Neue 75 Bold

Body: Helvetica Neue 55 Roman
Copy under "About Blackbaud": Helvetica Neue 57 Condensed

Blackbaud Corporate Email Signature

Please use Arial as your email signature typeface.

Your Name
Your Title

Blackbaud, Inc.
2000 Daniel Island Drive, Charleston, SC 29492
Direct: 843.654.XXXX | Mobile: XXX.XXX.XXXX
your.email@blackbaud.com | blackbaud.com

This email contains confidential and proprietary information. It is for the intended recipient only. If an addressing or transmission error has misdirected this email, please notify the author by replying to this email. If you are not the intended recipient, you may not use, disclose, distribute, copy, or print this email.

Raheel Gauba

Brand Leader & Creative Director - Digital Marketing & Creative Services

Blackbaud, Inc.
2000 Daniel Island Drive, Charleston, SC 29492
Direct: 843.654.2348 | Mobile: 843.697.9579
raheel.gauba@blackbaud.com | blackbaud.com

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➤ Blackbaud Corporate White Papers, Guides, and Tip Sheets

The following templates has been developed to serve as the standard format for all Blackbaud corporate and departmental white paper, guide, and tip sheet treatments. Please adhere to the specific column, margins and overall layout established in the template to maintain corporate uniformity.

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Blackbaud Corporate Data Sheets

The following templates has been developed to serve as the standard format for all Blackbaud corporate and departmental data sheets. Please adhere to the specific column, margins and overall layout established in the template to maintain corporate uniformity.

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Blackbaud Corporate PowerPoint Presentations

There are four different corporate PowerPoint styles: white background, white gradation background, dark background, and green background. You may use a mix of these backgrounds in one PowerPoint presentation or use a consistent background throughout the entire presentation.

> **PowerPoint Templates (white background)**

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Blackbaud Corporate PowerPoint Presentations

> PowerPoint Templates (white gradation background)

Blackbaud Corporate PowerPoint Presentations

> PowerPoint Templates (dark background)

Blackbaud Corporate PowerPoint Presentations

> PowerPoint Templates (green background)

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Blackbaud Corporate Signage

Blackbaud Logo Centered
Raised 3D Lettering

**Substrate Brushed Stainless
Steel or Aluminium**

blackbaud®

36"
(914.4 mm)

a

13"
(330.2 mm)

144"
(3,657.6 mm)

Blackbaud Logo Right Aligned
Raised or Vinyl Letters

**Substrate Brushed Stainless
Steel or Aluminium**

Departments
*Type: Helvetica Neue
67 Medium Condensed*

Raised or Vinyl Letters

blackbaud™

Reception
Human Resources

Blackbaud Corporate Trade Show Signage

> Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

> Helvetica Neue 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Multimedia format

Horizontal Image Format

Vertical Image Format

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Blackbaud Customer Stories

The following template has been developed in order to efficiently capture the essence of Blackbaud's vast, deep customer base. The format will give readers the opportunity to quickly learn about common industry challenges, Blackbaud's solutions, and bottom-line results.

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Children's Harbor

Children's Harbor Gets Peace of Mind from The Raiser's Edge® Integrated with Blackbaud NetCommunity Grow™

Children's Harbor provides free resources to families who have seriously ill children. Its primary effort is centered around the Children's Harbor Family Center at Children's Hospital in Birmingham, Alabama. The Family Center is a collaborative effort with Children's Hospital of Alabama and provides family counseling and support services to children who have long-term serious illnesses as well as to their families. Children's Harbor also provides camping and adventure services at its Lake Martin campus to seriously ill children and their families as well as other children and families with special needs.

Challenge

Children's Harbor had been using Microsoft Access® as its database and only one person had the expertise to fully manipulate the organization's data. The board felt that Children's Harbor's information management capabilities would be at risk if that person were to leave or something were to happen to the database.

Because the organization was using an outside consultant to update its website, Children's Harbor could not be as responsive and up-to-date on the Web as is required in today's environment.

The organization wanted to make data more secure for compliance and to assure donor confidence.

Solution

Children's Harbor selected The Raiser's Edge® to meet its database needs because it provided functionality and growth potential.

To address its website needs, the organization selected Blackbaud NetCommunity Grow™. Grow gives Children's Harbor the ability to update as-needed instead of waiting for an outside consultant.

For peace of mind and the ability to update remotely, the organization opted for the hosted version of Raiser's Edge and Grow. This leaves updates and security to the responsibility of Blackbaud and Children's Harbor's staff can access remotely, saving time and enabling greater employee productivity.

Results

Meet shifting trends online: Over time, the organization expects to see a trend in increased online donations and online registrations.

Time saved: Children's Harbor can now make instantaneous changes to its website that would before require days to make.

Better communications: Children's Harbor is using the strategy services that come with Grow to improve marketing efforts and better communicate with constituents.

Better business practices: The integrated solution not only gives Children's Harbor easier and greater access to data than ever before, it also saves time and money spent on administrative tasks and provides a better online user experience.

"Purchasing Grow and Raiser's Edge was probably one of the better decisions that we have made to ensure the longevity and integrity of our organization and what we do. By being current with information, providing an easy to navigate website, and ensuring the security of our information and applications we are better able to serve our constituents, from donors to the children and their families."

— Jim Ray
Executive Director
Children's Harbor

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➤ Blackbaud Brochures

The following format is intended to effectively share corporate, product, and sales support information. Please adhere to this format for all brochures.

Target Analytics' solution for
Prospect Research

blackbaud™
your passion ➤ our purpose

blackbaud®

Introducing Target Analytics™:
Prospect Research Solutions that Help Uncover the Gems in your Database

Target Analytics can help you build a successful fundraising strategy with a combination of powerful tools:

- ProspectPoint: Our unique prospect analysis service is the only solution that scores and ranks your donors and prospects using statistical profiles built specifically for your organization. These scores show you which individuals are your best annual, major, and planned giving prospects today and in the future. Tailor the sales flow to meet your business needs for walk-up and phone room sales.
- WealthPoint: Our robust wealth identification service uses financial, biographical, and demographic data to identify and profile the wealth of individuals in your database, so you can plan the most effective cultivation strategies for your prospects.

Using these services together will equip you with all the information you need to maximize the potential within your database of donors and prospects and manage your prospect research programs efficiently.

> why use this unique approach?

Target Analytics takes a holistic approach to prospect screening by combining ProspectPoint — for establishing a prospect's likelihood to give — with WealthPoint — for establishing a prospect's capacity to give. Unlike other prospect research services, Target Analytics gives you a complete assessment of all your prospects at every giving level. Our models are customized to your organization and giving history. Other profiling services may build models for nonprofits or for different types of nonprofits, but our models are built specifically for you, and only you.

The Target Analytics solution gives you both gift likelihood and capacity for the most complete picture of your prospects. In addition, our expert consultants and support staff are ready to assist you every step of the way.

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ProspectPoint®
to establish likelihood to give what is ProspectPoint?

> What is ProspectPoint?

ProspectPoint is a custom data modeling solution that scores and ranks your donors and prospects using statistical profiles built specifically for your organization, giving you critical information on a prospect's or donor's likelihood to make a gift to your organization. Our unique service analyzes your organization's giving history, along with current and historical data from other external sources, to identify your best potential annual, planned, and major giving prospects.

> How Does it Work?

You provide us with an electronic copy of your database, including giving history, and our statisticians take it from there! We append additional data compiled from the most up-to-date and reliable sources available to give us the most complete picture of your supporters. We then construct models to address your specific fundraising objectives, such as for major, planned, or annual giving. When the models are complete, we analyze your prospects and donors to assess how closely they match the models. This analysis provides insight into the characteristics that distinguish donors from non-donors and, for example, annual giving prospects from planned giving prospects. Finally, we assign scores based on how closely prospects' attributes resemble the characteristics of each model. The resulting scores enable you to identify the prospects who are most likely to support your organization.

WealthPoint®
> What is WealthPoint?

WealthPoint is a database screening solution that delivers detailed wealth identification information on prospects. WealthPoint provides information for initial prospect qualification, assists with prospect cultivation, and delivers the vital information you need to secure that major gift. Discover which prospects on your list have the financial capacity to become supporters and find out what you can do to help take your relationship with a prospect to the next level while also ensuring that you're asking for the right amount, in the right form, at the right time.

> How Does it Work?

You provide us with an electronic copy of your data and let our team of experienced fundraising and prospect research consultants do the work for you! We'll cross-reference your data against multiple data sources, searching for assets and other wealth indicators, to identify your wealthiest constituents. We'll provide a broad array of information about these

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➤ V. Blackbaud Grammar, Word Usage, and Style

Capitalization

Avoid the unnecessary use of capital letters. If there is no listing in this style guide for a particular word or phrase, see Merriam-Webster's Collegiate Dictionary.

ActiveX One word, capital X

century Lowercase, spelling out numbers less than 10: the first century, the 21st century.

company and corporation names On the first reference to a company, use the company's formal name. On subsequent references, lowercase the words the company, the corporation, or the association. Spell out and lowercase the words company, corporation, and association when they are used without the name of the company.
See also product names, third-party products.

computer-based training The following examples represent the correct ways to hyphenate and capitalize or lowercase computer-based training:
We offer computer-based training for General Ledger.
For our users, we offer General Ledger Computer-Based Training.
For our users, we offer General Ledger CBT.
We offer CBT for General Ledger.

departments Capitalize department names.
The Marketing Department generates leads for the Sales Department.
The Marketing Department generates leads for Sales.

Exception: New economics often face the task of staffing their marketing departments.

geographic names Capitalize popular and legendary names: the Bay Area, the Big Apple, the Delta, the Lone Star State, Twin Cities, the West Side, the Windy City, the States. Do not place them within quotation marks.
See also state names.

gift-in-kind, gifts-in-kind When gift-in-kind is used in a heading that is initial capped, capitalize both the G and K but not the I: Gift-in-Kind.

headlines See titles.

home page Two words, both lowercase.

Java Capital J

Lowcountry When referring to this area in South Carolina, use one word and a capital L.

months Capitalize the names of months.

notepad, Notepad Store your comments in the convenient notepad.

The Notepad feature is useful for recording miscellaneous comments.

proper nouns Proper nouns are always

capitalized. If you are not sure, see Merriam-Webster's Collegiate Dictionary.

query, Query Do not capitalize query when using it as a common noun: I am creating a query. Capitalize Query when using it as an area of our programs: I am working in Query. In Documentation, Query is capitalized and italicized.

regional training Do not capitalize regional training: For The Raiser's Edge®, we offer regional training classes.

seasons Lowercase the names of the seasons unless they are part of a formal name or designate an issue of a periodical: Winter Olympic Games, the Autumn 1985 issue of Poetry, He will graduate in the spring.

Social Security Number Always initial-capped

state names Capitalize the names of states; lowercase the word state: the state of New York. Names of states, territories, and possessions of the United States should be spelled out in full in running text.

Some nouns and adjectives referring to regions within states are capitalized; others are not: Upper Michigan the Upper Peninsula northern Michigan the South the

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Capitalization

Avoid the unnecessary use of capital letters. If there is no listing in this style guide for a particular word or phrase, see Merriam-Webster's Collegiate Dictionary.

Southwest the south of France southern southwestern. See also addresses on envelopes and postcards.

tab Initial cap the tab name but not the word tab: The Org 1 tab appears on a constituent record in The Raiser's Edge®.

titles (people) Capitalize formal titles only when they are used directly before a name or as forms of address: President Bush Senator Edwards Pope John Paul II General Clark Dean Welch Professor Knight Coach Spurrier

Do not capitalize occupational identifiers, whether they are used before or after a name: Assistant vice president for finance Dan Ritter supported the plan. In many cases, constructions like these would be less awkward if the title came after the name: Dan Ritter, assistant vice president for finance, supported the plan.

Lowercase and spell out all titles not used with an individual's name: The president conferred with the secretary of state and the chair of General Motors Corporation.

Lowercase and spell out all titles that are set off from a name by commas: The vice president, Dick Cheney, presided over the Senate; Roberta Escala, the chief executive officer, made the announcement.

titles (job) Do not capitalize job titles unless they directly precede a person's name. Examples:

A customer support analyst will return your call.

Customer Support Analyst Clark Smith will give you a call.

Clark Smith, a customer support analyst, will give you a call.

CSA Clark Smith will give you a call.

Clark Smith, a CSA, will give you a call.

See also military titles.

titles (written works) Capitalize the first letter of each word in titles except articles (a, an, the), conjunctions (and, but, for, nor, or, so, yet), and prepositions (at, in, to, with).
See also hyphens.

titles (written and artistic works) When writing book titles, movie titles, play titles, poem titles, opera titles, song titles, TV program titles, the titles of lectures and speeches, and works of art: Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize articles a, an, and the and prepositions and conjunctions of fewer than four letters if they come at the beginning or end of the title.

When hyphenated words appear in titles, headlines, and other forms requiring capitalization, always capitalize the first element; capitalize the second element if it is a noun or proper adjective, or if it seems of equal importance to the first element: Blue-Green, Non-Denominational, Seventeenth-Century Literature.

Spell out and lowercase references to parts of a book: part I, page vii, chapter 3.
See also italics.

web Do not capitalize the w when referring to the web, web page, or website.

web- Words beginning with the prefix web- are common nouns and appear in lowercase. Normal rules of capitalization apply in titles and at the beginning of a sentence.

Right: The webcast is scheduled for Tuesday at 2 p.m.

Wrong: The Webcast is scheduled for Tuesday at 2 p.m.

web page Two words. Both lowercase.

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➤ Capitalization

website One word. Use website instead of Web site or web site. The w in web is lowercase. Also: webcentric webcam webcast webmaster webzine

World Wide Web Initial capped

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➤ Punctuation

accent mark As foreign words and phrases become familiar, they tend to lose the accent marks they once had. Do not use accent marks on the following words: cliche, detente, expose, resume. Retain accent marks only as needed to indicate pronunciation.

Use accent marks in names when it is the preference of the individual: Gabriel García Márquez, Galapágos.

addresses Use a comma in running text to separate elements of an address: Barker comes from Jacksonville, Florida, and now lives in Hartford, Connecticut.

In addresses on envelopes, there is no comma between the state abbreviation and postal code.

African American Do not hyphenate this phrase. African American students volunteered to work with children in local schools.
See also ethnic and racial designations.

apostrophe To make a singular noun possessive, add an apostrophe and an s: Phyllis's mother lives in New York City with Laura's cousin.

If a noun is plural and already ends in s, add only the apostrophe: Both actresses' parts

were humorous.

Avoid common misuses of apostrophes, such as using an apostrophe with nouns that are not possessive.

Right: Some outpatients are given special treatment.

Wrong: Some outpatient's are given special treatment.

Form the plural of a single letter by adding an apostrophe and an s. The letter itself (but not the s) is italicized: x's

Its is a possessive pronoun. No apostrophe: A book cannot be judged by its cover. It's is the contraction for it is and it has: It's a long book. It's all been said before.
See also plurals & possessives.

brackets, braces Brackets look like this: [ ]. Braces look like this: { }.
See also parentheses.

co- *See hyphens, hyphenated words.*

colon The colon is a mark of anticipation. It indicates that what follows the mark will complete or amplify what came before it.

Use a colon to introduce a list or series: The CEO mentioned three likely candidates for the award: Shriver, Gomez, and O'Bannon.

Do not use a colon between a verb and its

complement or object:

Right: The three candidates are Shriver, Gomez, and O'Bannon.

Wrong: The three candidates are: Shriver, Gomez, and O'Bannon.

Use a colon to introduce a long quotation.

Use a colon to introduce word groups that begin with for example, for instance, that is, and namely: The campaign established some important principles: for example, the concept of "one person, one vote."

Capitalize the first letter of the first word when a complete sentence follows a colon. If a sentence does not follow the colon, do not capitalize the first letter of the first word. Her achievement remains etched in memory: It has not been surpassed in 50 years. The database includes three components: reports, forms, and tables.

Semicolons and commas are the usual link between independent clauses. However, a colon can be used when the second clause explains or amplifies the first.
See also comma, semicolon.

comma Use a comma to separate elements in a series: He has taken exams in algebra, trigonometry, and calculus. Remember to place a comma before the and.

➤ Punctuation

Use a comma to separate independent clauses joined by and, but, for, or, nor, yet, or so: You should congratulate her, for she has performed splendidly.

If the clauses themselves contain commas, use a semicolon instead of a comma: The president, Nancy Olsen, gave a persuasive presentation; but the employees, weary of the issue, remained unpersuaded.

Use a comma after a long introductory word group: After completing his most difficult examination, he went to a movie.

If the introductory element is short, you can omit the comma: After the examination he went to a movie. But use the comma if the sentence would be confusing without it: The day before, he spent six hours reviewing his notes.

Use a comma in direct address: Nancy, please hand me the newspaper.

Use a comma between proper names and titles: Jane Barker, president of Zenith Inc., chaired the meeting.

Use a comma in running text to separate elements of an address: Barker comes from Jacksonville, Florida, and now lives in Hartford, Connecticut. In addresses on envelopes, there is no comma between the state abbreviation and postal code.

Commas always go inside quotation marks, both single and double.
See also colon, semicolon.

company and corporation names Use the ampersand (&) and plus sign (+) only when they are part of the company's name or abbreviation: AT&T, Gulf + Western, Procter & Gamble. If you are not sure, consult the company, the company's annual report, or Standard & Poor's Register.

compounds *See hyphens, hyphenated words.*

course names Do not place course names in quotation marks: Most high schools require four years of English.

dates When a date consists only of a month and year, do not use a comma between them: March 2005.

In running text, when a phrase refers to a month, day, and year, use commas after the date and year: February 19, 2005, was their wedding date.
See also times.

decades There is no apostrophe before the s: the 1950s, the '60s.

drop-down list Hyphenated

drop-down menu Hyphenated

ellipsis Normally, an ellipsis is three spaced periods. When an ellipsis follows a period, leave a space and then attach the ellipsis:

He felt it was too late to go back. . . .

Use an ellipsis to indicate the omission of one or more words in a quotation:

"Ask . . . what you can do for your country."

email No hyphen

for example A comma is usually used after such expressions as for example, that is, namely, *i.e.*, and *e.g.*

Use a colon to introduce clauses and phrases that begin with for example: The campaign enabled the school to make important progress: for example, to create two new professorships.
See also e.g., i.e.

foreign words and phrases   *See accent mark.*

geographic names Do not place popular and legendary names within quotation marks: the Bay Area, the Big Apple, the Delta, the Lone, Star State, the States, Twin Cities, the West Side, the Windy City
See also state names.

gift-in-kind, gifts-in-kind Hyphenated. Use this term instead of in-kind gifts. When the term is used at the beginning of a sentence,

➤ Punctuation

capitalize only the G, i.e., Gift-in-kind.

healthcare One word.

however Use a semicolon before however and a comma afterward to link independent clauses connected by however: That legendary race seems as vivid as yesterday; however, it took place 50 years ago.

hyphens, hyphenated words The trend currently is away from hyphenation.

Even when a prefix ends and a root word begins with the same vowel, words tend to be written as one: cooperate, cooperative (but co-op), preeminent, reelect, reevaluate

Some technical terms are hyphenated: 16-bit, 32-bit, double-click, left-click, right-click, drop-down list, drop-down menu

Some other words with the hyphen include gift-in-kind, grant-maker, in-house, on-site.

Compound nouns: Many compound nouns are hyphenated: brother-in-law, ex-president, follow-up, one-half, well-being, 18-year-old.

Many compound nouns are not hyphenated: day care, lowest common denominator, decision making, problem solving, vice president

Many compound nouns are written as one word: copyediting, courseload, coursework, database, statewide, workforce, workplace, workstation, worldwide

Exception: World Wide Web

Compound adjectives: Some compound adjectives are hyphenated: 10-foot-pole, 17th-century philosophy, all-inclusive standards, cost-effective procedures, decision-making process, in-house job, matter-of-fact statement, problem-solving techniques, third-party software, two-thirds majority

Some compound adjective forms are not hyphenated: bluish green paint, on screen procedures

Some compound adjective forms are written as one word: catlike movements, tenfold increase, statewide referendum

A hyphen is used between a prefix and a proper name: mid-Atlantic, pre-Cambrian, pro-Doonesbury

Words with prefixes: When a prefix stands alone, it carries a hyphen: over- and underused, macro- and microeconomics

Words formed with co- also are usually spelled without a hyphen.

For more examples and lists, see Merriam-Webster's Collegiate Dictionary (http://www.m-w.com/) or The Chicago Manual of Style.

Capitalization: When hyphenated words appear in headlines and titles, always capitalize the first element; capitalize the second element if it is a noun or proper adjective, or if it seems of equal importance to the first element. Blue-Green, Non-Denominational, Seventeenth-Century Literature.

Do not capitalize the second element if it modifies the first element or if the two elements together form a single word in a headline or title: English-speaking Peoples, E-flat Minor.

See also ethnic and racial designations.

Jr. Use no comma between the name and Jr.: Harry Jones Jr.

Latino/Latina See ethnic and racial designations.

months Do not use a comma between the month and the year: He graduated in May 2004. All classes held after September 2004 must run at least 2 hours and 55 minutes.

moreover Use a semicolon before moreover and a comma afterward to link independent clauses connected by moreover.

nevertheless Use a semicolon before

➤ Punctuation

nevertheless and a comma afterward to link independent clauses connected by nevertheless.

Native American *See ethnic and racial designations.*

on-site Use a hyphen in on-site: The on-site visit was useful for the customer. The CSA went on-site to give customer training.

otherwise Use a semicolon to link independent clauses connected by otherwise.

parentheses Use parentheses to add useful information for the reader: Gresham's Law (that bad money drives out good) applies as usual in this case.

Use parentheses to enclose letters or figures that mark items in a list: The additions may include (1) illustrations, (2) definitions, or (3) information thrown in for good measure.
See also brackets, braces.

pre- The trend is moving away from using hyphens. If you are not sure whether a word uses a hyphen, see Merriam-Webster's Collegiate Dictionary.
See hyphens, hyphenated words.

prefixes *See hyphens, hyphenated words.*

quotation marks Use quotation marks

to enclose a direct quotation. Notice the placement of the comma in the two examples:

He said, "I'm doing my best."

"I'm doing my best," he said.

In running text, quoted words, phrases, and sentences are enclosed in quotation marks: Baker observed, "The lessons of the past are a warning." He said and all its variations are set off by commas from the quoted text: "The lessons of the past," said Baker, "are a warning."

Use quotation marks to enclose the titles of short works: articles, essays, poems, short, stories, songs, chapters and parts of longer works, columns and departments in magazines and newspapers, episodes of radio and TV programs

Enclose a word in quotation marks to show that the speaker or writer is not using it in its conventional sense: His "X-ray" eyes could see the far horizon. Words used in an ironic sense should also be enclosed in quotation marks: Their "dialogue" resulted in a boisterous free-for-all.

Commas always go inside quotation marks,

both single and double.

Semicolons go outside quotation marks. Brian bored his friends with memories of long-forgotten "triumphs"; yet, his friends were understanding.

Colons and question marks go outside quotation marks unless they are part of the quotation: The dean promised "never to relent until we have proved ourselves": that is, not before the three goals have been achieved.

Quoted matter may stand by itself, as in the examples, or worked into your own sentence: Baker said that "the lessons of the past are a warning."

Use single quotation marks for quotations within quotations: Baker said, "It was an Inca who observed, 'The lessons of the past are a warning.'"

When a quotation is longer than one sentence, introduce it with a colon. When a quotation is longer than one paragraph, use quotation marks at the beginning of each paragraph but only at the end of the last paragraph. Block quotations, material set off from the rest of the text, are indented, left and right, and not enclosed in quotation

➤ Punctuation

marks. Quoted matter included within a block quotation should be enclosed in double quotation marks.
See also ellipsis.

re- *See hyphens, hyphenated words or Merriam-Webster's Collegiate Dictionary.*

semicolon Use a semicolon to separate two independent clauses but keep them more tightly linked than they would be as two sentences: She achieved every objective; we were all impressed.

Use semicolons to separate the elements in a series when they are punctuated internally: I cannot remember whether the opinion was expressed by Sundstrum, the chairperson; or Cline, the presiding officer; or Romero, the secretary.

Use a semicolon to link independent clauses connected by however, moreover, therefore, consequently, nevertheless, and otherwise.
See also colon, comma.

smart quotes Word® 97 and Word® 2000 and above automatically use smart quotes. Make sure they are turned on in your preferences.

Sr. Use no comma between the name and Sr.: Harry Jones Sr.

therefore Use a semicolon before therefore and a comma afterward to link independent clauses connected by therefore. She excelled in all that she did; therefore, she attained the highest honors.

parts of a book Do not use quotation marks in references to parts of a book: part I, page vii, chapter 3.

web address Avoid ending a sentence with a web address. If the address must end a sentence, put a period after the address.

OK: Our website is www.blackbaud.com.

Better: Visit our website at www.blackbaud.com for more information.

white *See ethnic and racial designations.*

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Spelling

Be careful when using your spelling checker. Sometimes, we get click-happy with suggested replacements and end up with sentences such as: Job queries are based on the job record and are available only if you have the optional module Revolutionary. Last time we looked, the module was still called RE:Volunteer.

acknowledgement Spell acknowledgement with the e.

canceling One L

cannot One word

catalog In the US, use catalog instead of catalogue; in the UK, use catalogue.

dependant, dependent Dependent is the correct adjective form. She has three dependent children.

Dependent is the preferred noun form. I claim one dependent on my income tax form.

into One word

it's, its It's = it is; its is a possessive pronoun.

judgment Spell judgment without the e.

Knowledgebase One word

millennium Two l's, two n's

sense, since She hasn't missed a day of work since she started, but it doesn't make sense to come in sick.

➤ Grammar and Usage

a, an Use a before consonant sounds: a header file, a one-time check, a user guide.

Use an before vowel sounds: an open record, an honors calculation, an EFT notice.

add-on This phrase is no longer used at Blackbaud. Use optional module to describe modules sold with our main products.

affect, effect Affect means to influence and is always a verb. Bright light affects the eyes.

Effect as a noun means a result. The drug had a cathartic effect.

Effect as a verb means to bring about or to accomplish. The duty of the legislature to effect the will of the citizens.

all right Two words

although *See while.*

alumna/alumnus, alumnae/alumni Use alumnus and alumni to refer to both males and females unless you know all alums are females: The alumni gave generously this year.

Use alumna/alumnae in a scenario or example that is specifically female.

a.m. *See times.*

among, between Among implies more than two objects: They distributed the food among the refugees.

Between is used for two: They divided the prize between Sharon and me.

ampersand (&) Use the ampersand (&) only when it is an official part of the name or title: AT&T, Simon & Schuster, Procter & Gamble.

Never use ampersands in running text.

and/or Avoid this construction.

appendices, appendixes Use appendixes.

Asian *See ethnic and racial designations.*

assure, ensure, insure Assure means to make (a person) sure of something or to convince. The news assured us.

Ensure means to make certain or safe. We have taken measures to ensure accuracy.

Insure has to do with insurance. The property is insured in case of fire.

barcode One word

because, since Use because to answer why: Because you are going to Mt. Pleasant, I will ride with you.

Use since to designate a sense of time: Since you left, the house is empty.

beside, besides The preposition beside means by the side of, as in beside the road. It is also used in idioms like beside the point and beside myself with rage.

The preposition besides means other than or except, as in The president remained silent on the issue; besides that, she had come to enjoy herself.

between, among *See among, between.*

between you and me Never use between you and I.

birth date Two words. Birthday is one word.

black *See ethnic and racial designations.*

bring, take Bring implies motion toward the speaker or writer: Bring the disk to me when you come.

Take implies motion away from: Take it with you when you leave.

When the point of view does not matter, either term can be used: Silkworms were brought [or taken] from China to France.

cannot One word

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check mark When used as a noun, check mark is two words: To unmark all check marks in the Assign column, click Deselect All.

As a verb, it is one word: Checkmark your selections in the list.

choose, select Use select instead of choose when describing how to access menu items, tabs, or fields.

circumlocution Circumlocution is a roundabout way of saying something.

For information and examples, see The Elements of Style.
See also wordiness.

cliches Avoid using trite expressions or cliches such as acid test, crack of dawn, generous to a fault, leading-edge technology, on the cutting edge, the picture of health, state-of-the-art.

click Use click instead of click on, push, or select. Users click a button on a screen. To print your document, click Print. Also, use double-click, right-click, or left-click.

client One for whom services are rendered. The organization. Be consistent within an article or newsletter; do not interchange client, user, customer, or organization within the same document.
See also customer.

coed, coeducational Do not use coed as noun: use female student.

In an informal style, coed may be used as an adjective in place of coeducational, such as coed housing.

compose, comprise Compose means to form by putting together. The United States is composed of 50 states.

Comprise means consists of or includes, as in The whole comprises its parts.

congressman, congresswoman Use politically correct terms, such as member of Congress or representative.

consensus Agreement of opinion. Consensus of opinion is, therefore, redundant.

consist Include: This novel consists of 23 chapters.
See also comprise.

constitute To make up or include: Fifty states constitute the United States.

contractions Contractions are verb forms in which apostrophes are substituted for one or more letters of the standard spelling: can't, you're, I'm, don't, they've.

Contractions are not appropriate in formal writing.

criterion, criteria Criterion is singular; criteria, plural: A decision can be based on a single criterion or on several criteria.
See also Latin plurals.

cubemate One word

currently, presently Currently means now; presently means soon.

customer One who buys goods or services. The end user. Be consistent within an article or newsletter; do not interchange client, user, customer, or organization within the same document.
See also client.

data Use data with a plural verb when using the term to mean more than one: The data are complete.

Use data with a singular verb when using the term to mean only one piece of data: The data is complete.
See also Latin plurals.

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database One word

day care Two words

decades Use words or numbers consistently in a sentence: He graduated in the 1950s, but in the '60s he had his true education. The seventies and the eighties were tremendous times of change.

There is no apostrophe before the s.

dependant, dependent Dependent is the correct adjective form. She has three dependent children.

Dependent is the preferred noun form. I claim one dependent on my income tax form.

disabilities The Journal of the Association for Persons with Severe Handicaps has developed guidelines, which state, in part:

Words such as the handicapped and the retarded should never be used as nouns. In general, phrases such as persons with severe disabilities and children with autism are appropriate, emphasizing the person first, instead of the disability.

For more information about handicaps and disabilities, contact the American Association for Persons with Disabilities

(AAPD): aapd@aol.com; http://www. aapd.com; 1629 K Street NW, Suite 503, Washington, DC 20006; 202.457.0046 (V/ TTY); or 800.840.8844 (Toll Free V/TTY); or the National Rehabilitation Association: info@ nationalrehab.org; 633 South Washington Street, Alexandria, VA 22314-4193; or 703.836.0850.

email Use lowercase and no hyphen: email

Use email to refer to an electronic mail program, as in check your email for messages, but use email messages or notes to refer to pieces of email. Do not use emails.

You may use email as a verb, as in email the file.

Use Email at the beginning of a sentence or in headings.

Word® 97 and Word® 2000 and above will automatically make an email address a hyperlink, which also underlines the phrase.

email address Avoid ending a sentence with an email or web address: You can reach me at jane.doe@blackbaud.com during the day.

If an email address must end a sentence, put a period after the address: During the day, you can reach me at jane.doe@blackbaud.com.

entitled This means deserving or having the right. It does not mean bearing the title. A book is titled, not entitled: Professor Marsh wrote a book titled English in the College Classroom. Everyone is entitled to excellent health care.

e.g., i.e. The abbreviation e.g. stands for the Latin words meaning for example: She gave several reasons for opposing the project: e.g., its high cost and limited appeal.

Such as is an appropriate substitution for e.g. She gave several reasons for opposing the project, such as high cost and limited appeal, to persuade her colleagues not to vote for the it.

The abbreviation i.e. stands for the Latin words meaning that is: She gave two reasons: i.e., its cost and limited appeal.

et al. A Latin abbreviation meaning and others. It is most appropriate in formal and academic styles. There is a period after al. but not after et, which is a complete word: Professors Ruiz, Randall, Swenson, et al. were present at the meeting.

etc. A Latin abbreviation used in English to

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mean and so on. It should be used only when readers can continue the thought or series for themselves: Each song in the cycle celebrates a day of the week — Monday, Tuesday, etc. Otherwise, it is apparent that the writer cannot think of anything else to add.

Avoid etc. in running text, but if you must use it, place a comma before it and do not italicize it.

exhibit, exhibition Use exhibit as a verb, exhibition as a noun: She exhibited paintings in the Everson's New Artists Exhibition.

due to Do not use due to when you mean because of: He was dismissed because of that escapade.

either…or, neither…nor When one element of a compound subject joined by either…or or neither…nor is singular and the other is plural, the verb agrees with the subject closer to the verb.

Neither he nor his children are healthy.

Neither his children nor he is healthy.

elected officials *See congressman, congresswoman.*

ensure, assure, insure *See assure, ensure, insure.*

ethnic and racial designations National-origin identifiers such as Italian American, Polish American, and Japanese American are appropriate. (Do not hyphenate these words even when they are used as adjectives: the Polish American Hour, a Japanese American newspaper.)

Use ethnic designations, African American, Asian, Latino/Latina, and Native American instead of other identifiers. See http://www.eeoc.gov/stats/census/asciiformatslayouts/fmt_eeorace.txt for a more complete list of correct designations.

fewer, less Use fewer when referring to objects you can count: We have fewer students this year. Fewer than 100 members voted.

Use less when there is no specific number: I had less than $50 in my pocket. They gave me less than their best.

follow-up, follow up Follow-up is a noun. This report is a follow-up from the last one.

Follow up is a verb. Follow up with your manager to make sure all tasks are finished.

foreign student Use international student.

foreign words and phrases Some foreign words and phrases are universally accepted in English; they may be used without explanation if they are clear in the context: bon voyage, versus.

Many foreign words and phrases are included among the general entries in Merriam-Webster's Collegiate Dictionary and in the section titled Foreign Words and Phrases.

fractions When a fraction appears in running text, spell it out: one-half inch, half an inch, two-tenths, one-twentieth, one twenty-first, one-hundredth, two-hundredths, two one-hundredths, 20 one-hundredths, nine-thousandths

When a fraction appears as part of a full number, it should be expressed in figures: 5 1/3, 3½ by 2½, 3.5 by 2.5. Word® 97 and Word® 2000 and above will automatically correct some fractions.

freelance One word

fund raise, fundraising, fundraiser Use the verb and noun forms correctly:

The mission of this organization is to fund raise for the homeless.

Fundraising is our largest job.

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A fundraiser is a person or event.

girl, lady, woman Use woman when you refer to a female 18 years old or older.

graduated Use graduated from instead of be graduated from: He graduated from State University in 1997. Do not write She graduated college or The college graduated 50 students.

gridline One word

he, she To avoid sexist language or cumbersome construction, try to rewrite the sentence to avoid the use of he, she, or he or she. If this is not possible, use you to speak directly to the reader. As a last option, use the phrase he or she instead of simply he or she.

Wordy: If an employee needs information about his or her W2 form, he or she should check with HR.

Better: If you need information about your W2 form, check with Human Resources.

Best: Employees should check with Human Resources for information about W2 forms.

historic, historical Historic means known or established in the past. Historical is based

on history, relating to or having the character of history.

We keep inactive records in our database for historic purposes.

World War I was a great, historical war.

hours *See times.*

ID Use IDs instead of ID's.
See also plurals & possessives.

i.e., e.g. *See e.g., i.e.*

if, whether If introduces one condition only. Whether introduces alternate conditions.

If we try hard, we can do the work.

We were wondering whether we could do the work.

impact Do not use impact as a verb. Use affect or influence.

It is correct to write His decision had a great impact. His decision affected our lives, but not His decision impacted on our lives.

imply, infer Imply means to suggest: The evidence strongly implied her guilt.

Infer means to draw from: They inferred from

the evidence that she was guilty.

in order to This is never necessary.

Write To write a clear sentence, we do this instead of In order to write a clear sentence, we do this.

in the course of Use during.

indices, indexes Use indexes.

insure, ensure, assure *See assure, ensure, insure.*

irregardless Both the prefix -ir and the suffix -less are negative. The correct word is regardless.

its, it's *Its* is a possessive pronoun. Like the other possessive pronouns (his, her, our, your, and their), its has no apostrophe: A book cannot be judged by its cover.

It's is the contraction for it is or it has: It's a long book. It's all been said before.

keyboard One word

Latin plurals User the newer, anglicized endings. Singular, Plural, appendix, appendixes, index, indexes, memorandum, memorandums, prospectus, prospectuses

launch Use start instead of launch when

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referring to fields on a screen that lead to another screen or application. To start the installation program, click OK.

legislative titles See names of people.

less, fewer *See fewer, less.*

let's Avoid the construction.

login, log in Use login as a noun or an adjective. The login is really simple. You must enter a login name and password for the server.

Use log in as a verb. You can log in on the computer.

logon Use login instead of logon.

log on Use log in instead of log on.

lookup, look up Use lookup as a noun. The lookup helps you locate a specific person.

Use look up as a verb. You can look up the ZIP® Code in the telephone book.

Lowcountry When referring to this area in South Carolina, use one word and a capital L.

machine Use computer instead of machine.

me, myself See the Elementary Rules of Usage chapter, Section 10 (Use the proper case of pronouns) in The Elements of Style.

media, medium It is acceptable to use media as singular in the reference to mass communication: The media is always under scrutiny.

memoranda, memorandums Use memorandums.

midnight *See times.*

military titles The examples illustrate how various military titles and offices might appear in running text.

General Richard B. Myers, chairman of the U.S. Joint Chiefs of Staff

General Myers

the general

Adm. John Paul Jones, the chief of naval operations

Admiral Jones

the admiral

Col. David B. Berg, U.S. Army (ret.), director of the Army Comptrollership Program

Colonel Berg

the colonel

Col. Eugene J. Famulare, commander of Air Force ROTC, Detachment 535

professor of aerospace studies

Colonel Famulare

Professor Famulare the colonel

Sgt. John Macy

a noncommissioned officer (NCO)

the sergeant

Abbreviate military titles when they are used with full names: Brig. Gen. Robert Tellius, Pvt. Mildred Madigan.
See also titles.

money Use figures in references to money: $9.50, $1,300, $20,000, $3 million, $1.5 billion

A dollar total with no cents expressed is usually set without the decimal point or zeros: Admission is $2 on Saturday.

Ms. **Ms.** is a substitute for both Miss and Mrs. in correspondence if the woman's first name

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is used after it: Ms. Jane Doe.

multimedia One word

names of people Individuals are entitled to be identified in the manner they prefer.

Use the middle initial whenever an individual prefers it and to add formality and in personal names used as the titles of buildings and professorships: Chancellor Kenneth A. Shaw, the John G. Alibrandi Jr. Catholic Center, the Jeannette K. Watson Professorship.

Use Jr., II, 3rd, and similar suffixes only with the person's complete name. The abbreviations are not preceded or followed by a comma: Martin Luther King Jr., Jacob A. Jacobs 2nd, Henry Wrisley II.

Consult the Biographical Names section of Merriam-Webster's Collegiate Dictionary for the correct form and spelling of many historical and contemporary names.

When persons are referred to by initials only, no periods are used: JFK, FDR.

Use a maiden name when a woman prefers that use: Hillary Rodham Clinton. Use hyphens if that is preferred: Winnie Madikizela-Mandela.

If a nickname is used following a person's first name, place it in quotation marks; familiar nicknames used in place of first names are not placed in quotation marks: Chancellor Kenneth A. "Buzz" Shaw, Seymour "Cy" Leslie, Babe Ruth.

On second and subsequent references to persons, use only their last names. Use professional or courtesy titles only when there is a compelling reason to do so: Mother Teresa, Mahatma Gandhi. *See also plurals & possessives.*

nonprofit Use nonprofit instead of non-profit.

nonsexist language In general, remember that persons, people, and human beings are common substitutes for man, men, and mankind when both sexes are intended. Use substitutes for the -man words — *businessperson, firefighter, police officer, letter carrier, line worker*, for example.

Use *homemaker* instead of housewife. *See also coed, coeducational, congressman, congresswoman, girl, he, she, Ms., woman.*

noon *See times.*

not only Not only should be followed with but also: She is not only the fastest runner in the world, but also the oldest.

o'clock *See times.*

on screen Two words

on-site Use on-site as an adjective or adverb, and use a hyphen. The on-site visit was useful for the customer. The CSA went on-site to give customer training.

only The placement of the word only can change the meaning of the sentence. Make sure it modifies and emphasizes the word you want:

This message is only displayed if you have Event Management. This means the message is not printed or anything else — it is only displayed.

This message is displayed only if you have Event Management. This means having Event Management is the only way you will get this message. In other words, if you do not have Event Management, you will not get this message.

p.m. *See times.*

people, persons People refers to nameless masses, as in We, the people.

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When referring to more than one person whose names are known (or could be), use persons: missing persons, persons with disabilities, American Association of Retired Persons, persons with AIDS.

percent, percentage Use percent in running text and the percent sign (%) in scientific and statistical copy.

The noun in the "of phrase" determines whether the verb is singular or plural: Twelve percent of the members were present.
A small percent of the membership was present.

plurals & possessives Form the plural of an acronym or abbreviation by adding an s with no apostrophe: EFTs, ATPs, FAQs, APIs.

Form the plural of a single letter by adding an apostrophe and an s. The letter itself (but not the s) is italic: x's

Form the plural of a number by adding an s: 1950s, 486s, 1099s

The names of persons with other proper nouns form the plural in the usual way, by adding s. When the noun ends with an s, x, or z, add es: keeping up with the Joneses.

To make a singular noun possessive, add an

apostrophe and an s: Phyllis's mother lives in New York City with Laura's cousin.

If a plural noun already ends in s, add only the apostrophe to make it possessive: Both actresses' parts were humorous.

Joint possession and closely linked proper names may be treated as a unit in forming the possessive; use an apostrophe with the last noun only:

Jo and Mary's flower garden

Rodgers and Hart's musicals

Tampa and St. Pete's transportation system

Jack and Jill's house

To show individual possession with closely linked proper names, make all nouns possessive: Phil's and George's jobs.

Exceptions to the general rule for forming the possessive are the names Jesus and Moses: in Jesus' time, Moses' tribulations.

Another category of exceptions includes nouns of more than one syllable with an unaccented ending pronounced -eez: Socrates' theories, Euripedes' plays, Ramses' tomb, R. S. Surteess' novels.

plus Do not use plus as a substitute for besides, and, also, or in addition.

politics Politics is usually treated as singular: Politics is a controversial subject.

When politics is used to mean principles or activities, it may be treated as plural: Her politics were offensive to him. Avoid treating the word both ways in the same passage.

pop-up, pop up Use pop-up as a noun: Pop-up help defines the field.

Although pop up is a verb, we avoid using it.

Right: The help screen appears when you press F1.

Wrong: The help screen pops up when you press F1.

prepositions Most of us have honored the rule that we should not end a sentence with a preposition [terminal preposition]. This is a good rule of thumb. Today, however, it is acceptable to allow a terminal preposition when the structure is clearer and less confusing for the reader. Before ending a sentence with a preposition, we suggest that you:

Rewrite the sentence so the issue does not

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come into play.

Run it by other editors.

Allow the terminal preposition only if nothing else works.

presently, currently *See currently, presently.*

preventive Use preventive instead of preventative.

print Use print instead of print out.

prior to Use before instead of prior to.

pronouns See the Elementary Rules of Usage chapter, Section 10 (Use the proper case of pronouns) in The Elements of Style.

proved, proven Use proved instead of proven: Her conclusions have proved correct.

minority, minorities Use when referring to groups, organizations, or results that are not in the majority. Our views were in the minority compared to the group's views as a whole.

select, choose *See choose, select.*

setup, set up Use setup as a noun: The setup helps you decide how you want to see the fields.

Use set up as a verb: The systems analyst will set up the hardware components.

sexist language *See nonsexist language.*

since, because Use since to designate a sense of time: Since you left, the house is empty.

Use because to answer why: Because you are going to Mt. Pleasant, I will ride with you.

so-called When so-called is used with a word or phrase, it implies that something is popularly or mistakenly given that designation: the so-called champion. The designation itself should not be enclosed in quotation marks or set in italics.

standalone, stand alone Use standalone as a noun or adjective: The standalone computer is not connected to the network.

Use stand alone as a verb. You can stand alone in a crowd.

submenu One word

take, bring *See bring, take.*

teammate One word

textbook One word

the fact that *See circumlocution, wordiness.*

that, which Use that to refer to an inanimate object or an animal without a name and to introduce an essential clause: The reason that the course was canceled was lack of attendance. I like to do needlework that has intricate designs.

Use *which* to introduce a nonessential clause that refers to an inanimate object or an animal without a name: German 101, which the school initiated only last fall, has been canceled.

Avoid using *that* unnecessarily. The program posts the transaction the first time the process runs instead of The program posts the transaction the first time that the process runs.

that is (i.e.) The abbreviation i.e. stands for the Latin words meaning that is: She gave two reasons: i.e., its cost and limited appeal. *See also e.g., i.e.*

theater Use theater instead of theatre unless theatre is part of a proper name.

their, there, they're Their is a possessive pronoun: Their house is next door.

There is an adverb referring to a particular

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location: Sit over there.

They're is a contraction for they are: They're coming home tomorrow.

Word 97 and Word 2000 and above automatically correct each version to a point.

times Use figures except for noon and midnight. Use a colon to separate hours from minutes: 3:30 p.m.

When the exact moment of time is important, use figures with a.m. or p.m. The abbreviations a.m. and p.m. (ante and post meridian) are always lowercased with periods: The seminar meets Tuesday at 9:00 a.m.; The course meets on Tuesday, April 21, at 9:00 a.m.; The interview was broadcast at 8:45 p.m.

Never use a.m. with morning, or p.m. with evening; never use o'clock with a.m., p.m., or figures; and never use the forms 12 a.m. or 12 p.m. Follow these examples: noon, midnight, 3:00 a.m., three o'clock in the morning, 9:45 p.m. Never use 12 midnight or 12 noon. Use 12:01 p.m. to denote one minute past noon.

titles (people) Formal titles denote status or authority and seem as much a part of an individual's identity as a proper name itself. In fact, they are often used as forms of address: President Bush, Governor Pataki, Pope John Paul, General Clark, Dean Welch, Professor Knight, Coach Spurrier.

Other titles serve primarily as occupational descriptions or identifiers; they are seldom, if ever, used as forms of address: assistant, associate dean for academic affairs, chief, executive officer, professor of biology, secretary for economic affairs

Capitalize formal titles when they are used directly before a name.

Do not capitalize occupational identifiers, whether they are used before or after a name: Assistant vice president for finance Dan Ritter supported the plan. The award was given to professor of biology Lyn Carnes. In many cases, constructions like these would be less awkward if the title came after the name: Dan Ritter, assistant vice president for finance, supported the plan.

Lowercase and spell out all titles not used with an individual's name: The president conferred with the secretary of state and the chair of General Motors Corporation.

Lowercase and spell out all titles that are set off from a name by commas: The vice president, Dick Cheney, presided over the Senate; Roberta Escala, the chief executive officer, made the announcement.

If a title applies to only one person in an organization, insert the word the in a construction that uses commas: Jane Smith, the deputy vice president, spoke.
See also military titles, capitalization.

toward Use toward instead of towards.

United States, U.S. Use United States as a noun and U.S. as an adjective: Many opponents of the United States applauded the U.S. vote in the United Nations.

user, you When you have a choice between the user and you, use you.

utilize Try use.

Right: He used his knowledge to solve the problem.

Wrong: He utilized his knowledge to solve the problem.

whether, if Whether introduces alternate conditions, usually with or not expressed or implied. If introduces one condition only.

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We were wondering whether we could do the work.

If we try hard, we can do the work.

which, while *See that, which, wordiness.* For a complete discussion and examples, see the Misused Words and Expressions chapter in The Elements of Style.

white paper Two words

who, whom See Elementary Rules of Usage chapter, Section 10 (Use the proper case of pronouns) in The Elements of Style.

whose, who's Whose is a possessive pronoun that can refer to persons or things: She's the woman whose book caused a sensation. That's the book whose sales skyrocketed.

Who's is a contraction of who is: Guess who's coming to dinner!

wordiness Eliminate unnecessary articles (a, an, the).

Change prepositional phrases into one-word modifiers.

Delete unnecessary that, who, and which clauses.

Avoid overusing it is, there is, and there

are (weak expletives) at the beginning of sentences.

Use active instead of passive verbs.

Delete unnecessary infinitive phrases (to + verb).

Omit words that explain the obvious.

Omit words which repeat, or add nothing to your message except words.

For examples, see The Elements of Style.
See also circumlocution.

workers' compensation Plural possessive. Be sure to use workers' instead of workman's.

workforce One word

workplace One word

workstation One word

write-off, write off Use write-off as a noun or an adjective: Enter a date on the Pledge Write-Off report.

Use write off as a verb: To write off a pledge, follow this procedure.

you, user When you have a choice between

you and the user, use you.

ZIP Code® All three letters in ZIP and the C in Code are capitalized: She wrote the ZIP Code® on the envelope. ZIP Codes® are necessary for correct addresses.

ZIP Code® and ZIP+4® are registered trademarks of the United States Postal Service.
See also addresses on envelopes and postcards.

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Abbreviations and Acronyms

Use standard abbreviations when it is customary to abbreviate. See Merriam-Webster's Collegiate Dictionary or go to http://www.m-w.com for an extensive listing of standard abbreviations.

Frequently used standard abbreviations include: A.D., Mr., Mrs., Ms., B.C., NFL, a.m., p.m.

Some names are usually abbreviated on first reference, including the names of government agencies, associations, service organizations, and unions. These abbreviations are full caps with no periods: AFL-CIO, NATO, CIA, YMCA, NAACP

Increasingly, periods are omitted from abbreviations. If an abbreviation can be used with or without periods, use it without.

Form the plural of an acronym or abbreviation by adding an s with no apostrophe: EFTs, ATPs, FAQs, APIs.

ACD Automated Call Distribution

acronyms Acronyms, or shortened versions of complete words or product names, should never be used in customer-facing communications. Although acceptable for internal communications, acronyms should

never be used to represent official Blackbaud products. (For example, while "RE" may be acceptable to use within the company, "The Raiser's Edge" should always be used in external documents.) The only exception to this rule is that acronyms are acceptable (but not always preferable) on Blackbaud blogs.

ATP Agreement to Purchase

company and corporation names In running text, spell out company and corporation. Inc. and Ltd. are usually dropped: The Boeing Company, Microsoft Corporation.

Exception: Corning Incorporated.

Acronyms of five letters or more may be spelled with only the first letter. One exception is USLife for USLIFE.

In lists and notes, abbreviations may be used when they occur at the end of the name but not within the name: Ford Motor Co., Federal Deposit Insurance Corp., The Prudential Insurance Company of America, Corporation for Public Broadcasting.

Do not abbreviate association, associated, or associates: The Reader's Digest Association; Networks Associates Technology, Inc.

On the first reference to a company, use the

company's formal name. If you are not sure, consult the company, the company's annual report, or Standard & Poor's Register. On the second reference, spell out company, corporation, and association when they are used without the name of the company.

Use the ampersand (&) and plus sign (+) only when they are part of the company's name or abbreviation: AT&T, Gulf + Western, Procter & Gamble.

CPU Central Processing Unit

days Do not abbreviate days of the week, except when necessary in tables.

e.g., i.e. The abbreviation e.g. stands for the Latin words meaning for example: She gave several reasons for opposing the project: e.g., its high cost and limited appeal.

Such as is an appropriate substitution for e.g. She gave several reasons for opposing the project, such as high cost and limited appeal, to persuade her colleagues not to vote for the it.

The abbreviation i.e. stands for the Latin words meaning that is: She gave two reasons: i.e., its cost and limited appeal.

etc. A Latin abbreviation used in English to

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mean and so on. It should be used only when readers can continue the thought or series for themselves: Each song in the cycle celebrates a day of the week — Monday, Tuesday, etc. Otherwise, it is apparent that the writer cannot think of anything else to add.

Avoid etc. in running text, but if you must use it, place a comma before it and do not italicize it.

FAQs Frequently Asked Questions. Use FAQs instead of FAQ's.
See also plurals, acronyms.

GPA Grade point average. Write figures to at least one decimal point: 3.0, 2.8, 2.75.

ID, IDs Identification. No apostrophe in the plural form

i.e., e.g. The abbreviation i.e. stands for the Latin words meaning that is: She gave two reasons: i.e., its cost and limited appeal.

The abbreviation e.g. stands for the Latin words meaning for example: She gave several reasons for opposing the project: e.g., its high cost and limited appeal.

Such as is an appropriate substitution for e.g. She gave several reasons for opposing

the project, such as high cost and limited appeal, to persuade her colleagues not to vote for the it.

months Do not abbreviate the names of months in running text. Never abbreviate March, April, May, June, July.

MS Manuscript — plural is MSS

NCOA National Change of Address

OLE Object Linking and Embedding

RAM Random Access Memory. Depending on the audience, it may be a good idea to spell it out the first time it is used, followed by the abbreviation: Random Access Memory (RAM).

versus Write the abbreviation vs. with the period.

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➤ Formatting

area code Every department shall use periods to separate parts of a telephone number.

Blackbaud products When the name of one of our products appears for the first time in a published document, the trademark (® or ™) symbol should appear with it. This can be covered on the copyright pages of documentation or the first time a product name is mentioned in a letter. The use of trademarks may be handled differently within each department. If you are unsure of the way to use trademark symbols, see your manager for specific instructions.

General rule of thumb: If in doubt, use it.

Avery® Avery® is a registered trademark of the Avery Dennison Corporation.

box A box is a large field from which you select an item or in which you enter text.

When a box has a title, format the title in bold and use an exact screen match: Select a user's name in the Member of box.

If a box does not have a title, you can create one based on its functionality. Do not format or capitalize in this case: Enter notes in the text box.

button Write buttons in bold; use an exact screen match, minus any punctuation. To save your changes, click OK.

captions A caption may be a complete sentence or a tagline (name only or name and title). Do not use a period with a tag line. A caption should never begin with spot directions.

checkbox Mark a checkbox instead of checking it or turning it on. To print headings, mark Print report heading on each page.

Write checkboxes in bold; use an exact screen match.

course names Do not italicize or place course names in quotation marks: Most high schools require four years of English.

dates Use Arabic figures, without –st, –nd, –rd, or –th: November 3, 2005.

In running text, dates should be written in the sequence month-day-year: April 20, 2005, or in the sequence day-date-time: Tuesday, April 20, at 9:00 a.m.

Avoid the following forms in running text: 4/20/05, 4-20-05, 20 April 2005. When a date consists only of a month and year, use no comma between them: March 2005.

When a phrase refers to a month, day, and year, set off the year with commas: February 19, 2005, was their wedding date.
See also times.

dialling code Write numbers dialed from outside the UK as follows: +44 (0) 207 921 9600.

Write UK local rate numbers with spaces: 0845 658 8590. Do not place telephone numbers or dialling codes in parentheses.
See also area code.

foreign words and phrases Many foreign words and phrases are included among the general entries in Merriam-Webster's Collegiate Dictionary and in the section titled Foreign Words and Phrases.

Italicize isolated foreign words and phrases if they are too uncommon to treat as English words: faux pas, perestroika, pro forma, tête-à-tête.

Do not italicize words and phrases commonly used and familiar to your readers: alma mater, boutique, cum laude, debris, magna cum laude, summa cum laude.

grid Documentation formats the names of grids in bold.

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➤ Formatting

italics Use italics for emphasis and for obscure foreign words and phrases. Do not italicize words and phrases commonly used and familiar to your readers: alma mater, boutique, cum laude, magna cum laude, summa cum laude, debris

Italicize the names of long works and compositions, including the titles of books, magazines, pamphlets, long poems, plays, movies, television series, symphonies, and operas.

If running text appears in italics, place titles and other words usually in italics in plain type: Jane Austin wrote Sense and Sensibility.

Italicize isolated foreign words and phrases if they are too uncommon to treat as English words: faux pas, perestroika, pro forma, tête-à-tête.

Do not italicize proper names: Sergei Rachmaninoff, Timbuktu.

keys Use bold and small caps to indicate a key on the keyboard. CTRL. Education Design uses a graphic of the key.

letter grades Do not italicize letter grades. Do not use apostrophes for plurals: Frank received one A and five Bs.

names (of things) Italicize the names of spacecraft, planes, ships, and trains: the space shuttle Challenger, U.S.S. Iowa, the 20th Century Limited.

Do not italicize proper names: Sergei Rachmaninoff, Timbuktu.

optional module An optional module is a module that is not included with the program; use the word optional.

In Marketing, Consulting, and Support Information Management, write references to optional modules in plain text. In Documentation, write module names in italics. See your department's individual style guide on how to format modules for your department.
See also titles, titles of compositions, quotation marks.

photo credits The name of the photographer should run vertically along the right-hand margin of the photo with the last name ending flush with the top of the photo.

product names In Marketing and Consulting, write product names in bold. In Documentation, write product names in bold and italics. See your department's individual style guide on how to format product names for your department.

When directly preceded by a possessive noun, pronoun or indefinite article or used as an adjective, format product names according to your department's style.

If referring to a specific item in the software, the item is capitalized. If you are referring to its function, it is not capitalized. I am working in Query. I am creating a query.

Do not use abbreviations for products in customer-ready documentation or correspondence, i.e., REWIN, GLWIN, RE 7.

Please refer to the product names on page four to use when corresponding, communicating, or documenting anything for clients. The list uses Marketing style. Be sure to check with your department style guide for formatting.

query, Query   Do not capitalize query when using it as a common noun: I am creating a query.

Query is an area of our programs and is capitalized. I am working in Query.

registration, ® If a product has been officially registered with the Securities and Exchange

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➤ Formatting

Commission, use the ® symbol after the name. For more information about product registration, go to http://www.sec.gov/. In Documentation, this requirement is satisfied on the copyright page.

screen Use screen instead of dialog. The name of a screen is an exact screen match, but not formatted in any way: On the New Actual vs. Target Report screen, mark Create output query.

spot directions Spot directions — which locate and identify people in a photo — are placed in parentheses when they appear in captions: Company founders (from left, Miller, Davis, and Smith) meet once each year.

If there are only two persons in a photo, it is not necessary to use both left and right: Mary Hazelton (left) and Larry Bourke review plans for this year's Strawberry Festival.

Do not use spot directions to begin a caption.

telephone numbers Formatting requirements for your department may vary from these examples. See your department's individual style guide if you are not sure.

US: Write the entire number, including area code, with hyphens. Do not place telephone numbers or area codes in parentheses: 843-216-6200.

Marketing uses periods to separate parts of a telephone number: 843.216.6200. When using your extension, type ext. in lowercase with the period and then a space: 843-216-6200 ext. 2820 or 843.216.6200 ext. 2820.

UK: Write UK local rate numbers with spaces: 0845 658 8590. Do not place telephone numbers or dialling codes in parentheses.

Write numbers dialed from outside the UK as follows: +44 (0) 207 921 9600.

temperature Do not use plus signs, minus signs, or the degree symbol when expressing temperatures in nontechnical copy. Use scale designations (Fahrenheit, Celsius) when necessary to avoid confusion. Follow the example appropriate to your context:

The temperature fell to minus 20.

The temperature reached seven below zero.

The temperature was 20 degrees Celsius.

The temperature was 20 degrees C.

It was 98 degrees Fahrenheit.

It was 98 degrees F.

Fahrenheit, Celsius, and their abbreviations are capitalized; centigrade, sometimes used in place of Celsius, is lowercase.

titles (written works) Italicize titles of: books, collections of readings, journals, magazines, movies, newspaper sections, operas, pamphlets, paintings, poems (long, epic, statues, radio programs, television series, symphonies, works of art

Spell out and lowercase references to parts of a book. Do not use italics or quotation marks: part I, page vii, chapter 3.

Use quotation marks to enclose the titles of poems, articles, stories, and TV show episodes.
See also italics, capitalization.

Knowledgebase One word

optional module In Marketing, Consulting, and Support Information Management, write references to optional modules in plain text. In Documentation, write module names in italics. See your department's individual style guide on how to format modules for your department.

❯ Formatting

trademarks Anyone who claims rights in a mark may use the ™ (trademark) or SM (service mark) designation with the mark to alert the public to the claim. It is not necessary to have a registration, or even a pending application, to use these designations. The claim may or may not be valid.

The registration mark, ®, may be used only when the mark is registered in the United States Patent and Trademark Office (USPTO). It is improper to use this symbol at any point before the registration issues. Go to http://www.uspto.gov/ for more information about patents and trademarks.

Trademarks are proper nouns and should be capitalized; they should not be used in the possessive form; they are never verbs. Examples of registered trademarks include Fiberglass, Frisbee, Jeep, Kleenex, Liquid Paper, Velcro, Walkman, and Xerox. Go to http://www.trademarks.com/ for more information about US and international trademarks.

type Type that a user actually enters is written in Courier New font and one point smaller than regular text: Enter D:\SETUP.EXE –R at the DOS prompt.

Education Design uses italics: Enter D:\setup.exe –R at the DOS prompt.

Windows® 98/2000/XP Do not use a combined Windows® 98/2000/XP format. Use Windows 98, Windows 2000, or Windows XP. Put a nonbreaking space between Windows and 98, between Windows and 2000, and between Windows and XP.

Windows® NT Put a nonbreaking space between Windows and NT. We are using Windows NT.

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➤ Addresses

addresses in text Use a comma in running text to separate elements of an address:

Barker comes from Jacksonville, Florida, and now lives in Hartford, Connecticut.

addresses on envelopes and postcards The U.S. Postal Service requires addresses on envelopes and postcards to be in all capital letters with no punctuation. Be sure to use the two-letter postal code for states; use ZIP+4® codes whenever possible.

JOAN DOE
188 MAIN ST
ORANGE NY 13000-0000

autosignatures In general, autosignatures should include your name, title, email address, and Blackbaud's name, address, and web address. Include the http:// for email systems that will automate the link for our customers.

Do not label the lines in your email address except ones that may be confusing (i.e., the fax number line).

You can align your signature to the left, right, or center but do not use fancy fonts or strange characters as a separators. Fonts and formatting may not come across on the receiver's computer the same as you see it

and may add to the size of the email.

Feel free to personalize your autosignature (for example, by adding links to other website resources or highlighting a promotion), but keep it short, concise, and professional. A good guideline is 4-6 lines. To access short, useful urls for your autosignature, go to http://meebee/CorpComm/Style/Documents/Corporate%20Email%20Autosignature%20Template.doc.

Be careful with sayings and quotes to make sure they are appropriate. Check with your manager before adding sayings or quotes.

It is not necessary to use the autosignature each time you reply to a client after the initial exchange.

To see the Blackbaud standard autosignature, please refer to the reference section of this guide.

state names When addresses are listed line by line, use the postal code for the state name:

BLACKBAUD, INC.
2000 DANIEL ISLAND DRIVE
CHARLESTON SC 29494-7541

For addresses on envelopes, use the two-letter postal code with ZIP Codes®. There is

no comma between the state abbreviation and postal code.

See the reference section in this guide for a table of postal code abbreviations.

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➤ Correspondence

Customers receive correspondence from many departments within Blackbaud, and we should look as consistent as possible. We use the left-aligned, block form for a letter.

address block Name, title, and complete address. Use this same address on the envelope. Follow with one return.

cc: Two lowercase c's and a colon.

If there is a list of names, tab after the colon and type the first name, press return, tab once, and type the next name. This will make your list of names align correctly. If the names are not within Blackbaud, include the title and company name of each person after each name. Follow the last name with one return.

closing Use Sincerely. Follow with four returns and type your name, and then your title on the next line (do not abbreviate). Follow with one return.

date Spelled out (i.e., June 13, 2005). Follow with two returns.

Encl. Tells the recipient to look for something else in the envelope. You can abbreviate or spell out Enclosure. If there is more than one enclosure, enclose the number in parentheses. For example: Enclosure (3). You can also follow Encl. with a list and short description of each. Follow with one return.

font Times New Roman, Size 12

Note that Times New Roman is only used in letters. In all other marketing collateral, Frutiger should be used. See the fonts section for more details.

layout Flush left, in this order:

Date
Address block
Salutation
Paragraph(s)
Closing
cc:
Encl.
Initials

margins If the letter is only one page, center it vertically. If you are using Word, you can do this from the menu bar by selecting File, Page Setup. On the Layout tab, in the Vertical alignment field, select "Center".

Margins in inches should be as follows:

Top   1
Left   1.25
Right   1.25

Bottom 1

If you are using Blackbaud letterhead, increase the top and bottom margins to 1.25.

paragraph(s) One return after each paragraph. No tabs. Left aligned.

salutation Use formal name (no suffixes) and a colon afterward (i.e., Dear Mr. Jones:). The writer can then "informalize" the letter by crossing out this line to hand write something more personal, such as Hi, Bill. Follow with one return.

initials Use this only if you are typing a letter for someone else. Uppercase initials for the person who signs the letter, followed by a slash (/) and your initials (preferably three letters) in lowercase (i.e., JD/mjs means Mary Jane Smith typed a letter for Jane Doe who will sign the letter).

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➤ Terminology

add-on This phrase is no longer used at Blackbaud. Use optional module to describe modules sold with our main products.

ATP Agreement to Purchase.

Avery® Avery® is a registered trademark of the Avery Dennison Corporation.

Blackbaud University Capitalize: We offer training at Blackbaud University. We offer Blackbaud University training.

button A button has words or a picture on it to give direction for another action. To save your changes, click OK.

Write buttons in bold; use an exact screen match, minus any punctuation.
See also box, checkbox, click, frame, radio button, option.

client/server Lowercase client/server when in running text: A client/server version of The Raiser's Edge is now available.

Capitalize only the C in Client when client/server begins a sentence: Client/server products offer increased speed and flexibility.

Capitalize both words when in a headline or title: Client/Server Version Now Available

computer-based training These examples represent the correct ways to hyphenate and capitalize or lowercase computer-based training:

We offer computer-based training for General Ledger.

For our users, we offer General Ledger Computer-Based Training.

For our users, we offer General Ledger CBT.

We offer CBT for General Ledger.

computer terminology The list represents the correct way to write computer-related terms: ASCII, bandwidth, barcode, baud, BBS, BinHex, bit, BITNET, bps, browser, byte, CD, CPU, cyberspace, domain name, download, email, ethernet, FAQs, flame, FTP, home page, host, HTML, http, hypertext, Internet, intranet, IP number, IRC, Java, kilobyte (KB), LAN, listserv, login, mallist, megabyte (MB), megahertz(MHz), modem, Mosaic, netiquette, Netscape, network, OLE, online, password, POP, PPP, RAM, search engine, server, SLIP, spam, standalone, T-1, T-3, TCP/IP, telnet, terminal, UNIX, upload, URL, usenet, WAIS, WAN, web page, website, workstation, WWW

Go to http://www.whatis.com/ for more information and definitions of some of these terms.

dialog See screen.

drop-down list Hyphenated. Use drop-down list instead of drop-down field. A drop-down list shows items associated with a field.
See also drop-down menu.

drop-down menu Hyphenated. You can simply use menu: From the Format menu, select Font. If you must, however, use drop-down menu instead of drop-down field. A drop-down menu has menu items you can select.
See also drop-down list.

field Use field instead of section. In the Date to field, enter "06/01/2005".
See also box, checkbox, button, option, frame.

frame When referring to a frame, write the name of the frame in bold. Four options appear in the Selected Students frame.
See also box, checkbox, button, option.

grid Shown on screens as a table of fields. Documentation formats the names of grids in bold.

help file A file containing instructional information about a program that can be

➤ Terminology

accessed from within the program. To access help files for The Education Edge, press F1 anywhere in the program.

historic We use historic in our products: historic entries, historic grades.

home page Two words, both lowercase.

install Use install instead of load: Install the program from the CD.

Internet Capital I.

Internet addresses Avoid ending a sentence with an Internet address: Visit our website at www.blackbaud.com for the latest documentation and information.

If an Internet address must end a sentence, put a period after the address: For the latest documentation and information, visit our website at www.blackbaud.com.

Java Capital J

machine Use computer instead of machine.

megabyte MB. A standard for measuring data capacity.

megahertz MHz. A standard for measuring CPU speed.

menu items When describing specific menu items, use bold: From the menu, select New or Save.

module In Marketing, Consulting, and Support Information Management, write references to optional modules in plain text. In Documentation, write module names in italics. See your department's individual style guide on how to format module names for your department.
See also optional module.

online One word

option Use option instead of radio button.

Write options in bold; use an exact screen match, minus any punctuation.
See also box, button, checkbox, frame.

query, Query   Do not capitalize Query when using it as a common noun: I am creating a query.

Query is an area of our programs and is capitalized. I am working in Query.

radio button This term is no longer used.
See option.

screen Use screen instead of dialog. The name of a screen is an exact screen match, but not

formatted in any way: On the New Actual vs. Target Report screen, mark Create output query.

submenu One word

trademarks Anyone who claims rights in a mark may use the ™ (trademark) or SM (service mark) designation with the mark to alert the public to the claim. It is not necessary to have a registration, or even a pending application, to use these designations. The claim may or may not be valid.

The registration mark, ®, may be used only when the mark is registered in the United States Patent and Trademark Office (USPTO). It is improper to use this symbol at any point before the registration issues. Go to http://www.uspto.gov/ for more information about patents and trademarks.

Trademarks are proper nouns and should be capitalized; they should not be used in the possessive form; they are never verbs. Examples of registered trademarks include Fiberglass, Frisbee, Jeep, Kleenex, Liquid Paper, Velcro, Walkman, and Xerox. Go to www.trademarks.com for more information about US and international trademarks.

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❯ Terminology

web Do not capitalize the w when referring to the web, web page, or website.

web- Words beginning with the prefix web- are common nouns and appear in lowercase. Normal rules of capitalization apply in titles and at the beginning of a sentence.

Right: The webcast is scheduled for Tuesday at 2 p.m.

Wrong: The Webcast is scheduled for Tuesday at 2 p.m.

web page Two words. Both lowercase.

website One word. Use website instead of Web site or web site. The w in web is lowercase. Also: webcentric, webcam, webcast, webmaster, webzine

World Wide Web Initial capped

ZIP Code® All three letters in ZIP are capitalized because it is an acronym. She wrote the ZIP Code® on the envelope. ZIP Codes® are necessary for correct addresses.

ZIP Code® and ZIP+4® are registered trademarks of the United States Postal Service.
See also addresses on envelopes and postcards.

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➤ Numbers and Symbols

16-bit, 32-bit Hyphenate

401(k) No spaces, lowercase k

1990s, 90s There is no apostrophe before the s.
See also decades.

95/98/2000/XP Do not use this format after product names. Instead, use Windows 95, Windows 98, Windows 2000, and Windows XP.

ages Always use numerals: He has a 3-year-old son.

company and corporation names Use the ampersand (&) and plus sign (+) only when they are part of the company's name or abbreviation: AT&T, Gulf + Western, Procter & Gamble.

area code The general rule at Blackbaud is to use periods to separate parts of a telephone number. See your department's individual style guide if you are not sure. For example: 843.555.1212
See also dialling code.

dialling code Write numbers dialed from outside the UK as follows: +44 (0) 207 921 9600.

Write UK local rate numbers with spaces: 0845 658 8590. Do not place telephone numbers or dialling codes in parentheses.
See also area code.

fractions When a fraction appears in running text, spell it out: one-half inch, half an inch, two-tenths, one-twentieth, one twenty-first, one-hundredth, two-hundredths, two one-hundredths, 20 one-hundredths, nine-thousandths

When a fraction appears as part of a full number, it should be expressed in figures: 5 1/3, 3 ½ by 2 ½, 3.5 by 2.5.

Word 97 and Word 2000 and above will automatically correct some fractions.

money Use figures in references to money: $9.50, $1,300, $20,000, $3 million, $1.5 billion

A dollar total with no cents expressed is usually set without the decimal point or zeros: Admission is $2 on Saturday.

numerals vs words Spell out one through nine and first through ninth, and use numerals for higher numbers: the third man, the 21st victory of the year.

Follow the same rule for round numbers in

the millions and billions: eight billion people, 11 million people.

Use words for even hundred thousands: The population of Zenith is about two hundred thousand.

When the numbers are not round, use numerals: 2.5 million people.

Use words for quantitative expressions used in an imprecise, colloquial way: It was a hundred degrees in there. I wouldn't touch it with a 10-foot pole!

Treat numbers consistently in a given context: There are 8 graduate students in philosophy, 6 in math, and 17 in business.

There are eight graduate students in philosophy, six in math, and seventeen in business.

Always use numerals in scores, court decisions, legislative votes: a 4-5 victory; a Senate vote of 34-3.

Always spell out numbers at the beginning of a sentence, regardless of any resulting inconsistency: Eighty-nine women and 112 men received degrees.
See also ages, century, quantities, numbers.

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➤ Numbers and Symbols

plurals Form the plural of a number by adding an s: 1950s, 486s, 1099s.

quantities In nontechnical text, physical quantities are expressed according to the rules for numbers: two square feet, 20 miles, 240 volts, nine meters, 300 acres.

Quantities consisting of whole numbers and fractions should be expressed in figures: 8 ½ x 11-inch paper.

If an abbreviation is used for the unit of measure, use figures: 3 mi., 8 rpm, 7 hrs., 55 mph.

telephone numbers Requirements for your department may vary from these examples. See your department's individual style guide if you are not sure.

US: Write the entire number, including area code, with hyphens. Do not place telephone numbers or area codes in parentheses: 843-216-6200.

Marketing uses periods to separate parts of a telephone number: 843.216.6200. When using your extension, type ext. in lowercase with the period and then a space: 843-216-6200 ext. 2820 or 843.216.6200 ext. 2820.

UK: Write UK local rate numbers with

spaces: 0845 658 8590. Do not place telephone numbers or dialling codes in parentheses.

Write numbers dialed from outside the UK as follows: +44 (0) 207 921 9600.

temperature Do not use plus signs, minus signs, or the degree symbol when expressing temperatures in nontechnical copy. Use scale designations (Fahrenheit, Celsius) when necessary to avoid confusion. Follow the example appropriate to your context:

The temperature fell to minus 20.

The temperature reached seven below zero.

The temperature was 20 degrees Celsius.

The temperature was 20 degrees C.

It was 98 degrees Fahrenheit.

It was 98 degrees F.

Fahrenheit, Celsius, and their abbreviations are capitalized; centigrade, sometimes used in place of Celsius, is lowercase.

➤ Reference

autosignatures Use the following template for all company autosignatures. To copy the exact formatting into Microsoft® Outlook®, please refer to the autosignature Word® document on meebee under Corp Com > Styles and Templates.

See also autosignatures in the addresses section.

Standard Autosignature:

Your Name
Your Title – Department
Blackbaud, Inc.
2000 Daniel Island Drive
Charleston, SC 29492
Direct: 843.654.XXXX | Mobile: XXX.XXX.XXXX
your.email@blackbaud.com | www.blackbaud.com

This email contains confidential and proprietary information. It is for the intended recipient only. If an addressing or transmission error has misdirected this email, please notify the author by replying to this email. If you are not the intended recipient, you may not use, disclose, distribute, copy, or print this email.

Customer Support Autosignature (DISCLAIMER EXCEPTION: The disclaimer can be removed ONLY on Support email messages that are sent to clients and entered into Clarify):

Your Name
Your Title – Department
Blackbaud, Inc.
2000 Daniel Island Drive
Charleston, SC 29492
Direct: 843.654.XXXX | Mobile: XXX.XXX.XXXX
your.email@blackbaud.com | www.blackbaud.com

Knowledgebase…answers 24 hours a day.
http://kb.blackbaud.com

Contact Support and view your cases easily using Case Central.
http://casecentral.blackbaud.com

This email contains confidential and proprietary information. It is for the intended recipient only. If an addressing or transmission error has misdirected this email, please notify the author by replying to this email. If you are not the intended recipient, you may not use, disclose, distribute, copy, or print this email.

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➤ Reference

Postal Code Abbreviations (US)

State	Code	State	Code
Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NB
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
California	CA	New Jersey	NJ
Colorado	CO	New Mexico	NM
Connecticut	CT	New York	NY
Delaware	DE	North Carolina	NC
District of Columbia	DC	North Dakota	ND
Florida	FL	Ohio	OH
Georgia	GA	Oklahoma	OK
Hawaii	HI	Oregon	OR
Idaho	ID	Pennsylvania	PA
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Maryland	MD	Virginia	VA
Massachusetts	MA	Washington	WA
Michigan	MI	West Virginia	WV
Minnesota	MN	Wisconsin	WI
Mississippi	MS	Wyoming	WY
Missouri	MO		

word list Sometimes you may need just a glance to remember how to write some words and terms. Explanations for these are elsewhere in this guide.

32-bit	acknowledgement	all right
barcode	birth date	canceling
cannot	checkbox	cubemate
database	double-click	e.g.
email	et al.	FAQs
freelance	fund raise	fundraiser
fundraising	gift-in-kind	gifts-in-kind
gridline	health care	home page
IDs	judgment	keyboard
left-click	multimedia	nonprofit
online	on screen	on-site
right-click	submenu	toward
web address	web page	website
white paper	workforce	workplace
workstation	World Wide Web	ZIP Code®
		ZIP+4®

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➤ Reference

Sample of letter

June 13, 2010

Mr. Bill Jones, District Manager
ADS Security Systems
4328 Elliot Circle
Charleston, SC 29416

Dear Mr. Jones:

This is a sample letter to show how to apply the corporate style guidelines. The corporate style guidelines show you how to format a business letter according to company standards. Because this letter is only one page, it is centered on the page; top and bottom margins are not one inch.

Everyone should follow these guidelines when sending correspondence on company letterhead. If using Blackbaud letterhead, increase the top and bottom margins to 1.25.

Single-space paragraphs and use one return after each paragraph. Use no tabs or indentions in the body of the letter. Keep everything left-aligned.

Use the standard Sincerely in the closing. Follow with four returns and type your name. Type your title on the next line; do not abbreviate. Follow with one return.

Sincerely,

Jane Doe
Communications Specialist

cc: Sue White, Security Specialist, ADS Security Systems
        Paul Smith

Encl.

JD/mja

blackbaud®

VI. Blackbaud Global Branding Team

Corporate

> **Amy Spencer**
Director, Marketing Programs
Blackbaud, Inc.
2000 Daniel Island Drive
Charleston, SC 29492
Phone 843.216.6200, ext. 3798
Fax 843.216.6100
Amy.Spencer@Blackbaud.com

> **Raheel Gauba**
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