

## Guidelines on how to use the campaign title and subtitle in Word:

The full campaign title is *Far Above...The Campaign for Cornell*

Using the ellipsis in *Far Above...*

- *Far Above* can be used alone and without an ellipsis. It should be italicized.

Example: The *Far Above* campaign has raised more than \$2 billion toward its goal of \$4 billion.

- When the ellipsis (option ;) is used with *Far Above...* and followed by *The Campaign for Cornell*, there is no space after the *e* in *Above*, and no space before *The*. Text should be italicized.

Example: *Far Above...The Campaign for Cornell*

The Campaign for Cornell

- The subtitle may stand alone without using *Far Above...*
- Either of these capitalization styles may be used:

Upper/lower case: The Campaign for Cornell

Upper/lower case, italicized: *The Campaign for Cornell*

Small caps: THE CAMPAIGN FOR CORNELL