

Editorial Style Guide: The Dudley Foundation

About The Dudley Foundation

Mission Statement

To preserve, restore and operate The Dudley Farm Museum as a late 19th century historical, educational and recreational resource to serve the general public.

Vision Statement

The Dudley Foundation will provide leadership to the greater community in the promotion of historic awareness and interpretation of the history of the North Guilford Community

Abbreviations

Avoid abbreviating any words that the audience won't understand immediately. For common abbreviations, include a period.

Ex. Capt. Smith wrote a memo for Mrs. Mayfair, reminding her to pick up a pound of apples at the store.

Acronyms

Spell out full name on first reference, followed by the acronym in parentheses. It's okay to use the acronym after that.

Ex. The New York Stock Exchange (NYSE) reported a loss in the company's stock in March. A few weeks ago, however, the NYSE reported a large gain.

To make an acronym plural, just add *s* (no apostrophe).

Ex. There were 16 CEOs in the boardroom.

Ampersands

Avoid using ampersands (&) in general text, headings, or subheadings—use “and” instead. An ampersand may be used in charts or tables where space is tight, or when it's part of a company name or book title. Exception.: Holiday Open House & Market

Capitalization

After a colon

Don't capitalize the word after a colon.

Ex. I'm about to list several things: one, two, and three.

Book titles

Titles of books (and eBooks) are always in title case (everything but articles, conjunctions, and prepositions capitalized) and italicized.(not underlined).

Ex. Today I finished *Anne of Green Gables*.

Job titles

Job titles are capitalized only when referencing a specific person; otherwise, they're lowercase.

Ex. The staff is excited to meet Jessie, the new Managing Editor.

Ex. The role of the managing editor in the editorial process is to . . .

Headings and subheadings

Capitalize important words (everything but articles, conjunctions, and prepositions) in headings—the same goes for subheadings.

CORRECT: 10 Things You Didn't Know about Marketing

INCORRECT: 10 Things You Didn't Know About Marketing

(Confused about which words to capitalize? Click www.capitalize mytitle.com for an online tool that will capitalize your title for you: just choose the “title case” option. But beware—it's not perfect.)

Contractions

Use contractions (it's, you're, they're, she's) in your writing to make the tone conversational, not stuffy or rigid.

Formatting

Book and eBook titles, magazine and newspaper names, and movie titles should be in italics.

Ex. My favorite movie is *Blade Runner*, which is based on the book *Do Androids Dream of Electric Sheep?* by Philip K. Dick.

A part or section of a larger work is put in quotation marks. (This includes a chapter of a book, the title of an article in a magazine, etc.)

Ex. Chapter two, “World War Terminus,” talks about a war that was so bad they skipped the numbering system.

Ex. The *Vanity Fair* article “How to Tell if She’s an Android” provides examples.

Ex. Check out the blog post “How to Launch a Rocket” for more information.

Always use single spaces between sentences.

Lists

Don’t use periods after list items, even if they form complete sentences. Similarly, don’t use semicolons or “and” after list items.

- Ex.**
1. Invest in relationship-building
 2. Position communication as part of your core strategy
 3. Make a plan

Numbers

Write out numbers up to and including ten, except in percents (see below) and hard data. The exception to this rule is if you have a list of numbers that includes numbers under and above ten: in this case, just make the list consistent (see the second example).

Ex. Of the 20 marketing employees, only three decided to go to the party.

Ex. The table was stocked with 2 cakes, 10 pizzas, and 24 sodas.

Write out numbers at the start of a sentence.

Ex. Twenty-two of the experts agreed.

Dates

Monday, September 1, 2014

Ordinal numbers

Ordinal numbers (adjectives describing the numerical position of something) should always be written out.

Ex. First, third, tenth.

Percents

Use numeric form for percents, but write out at the start of a sentence. Don’t include a space between the number and the percent sign.

Ex. The survey results showed that 70% of marketers wear Converse sneakers.

Ex. Sixty percent of marketers also wear Ray-bans.

Phone numbers

(203) 457-0770

Time

9 AM./9 PM.; 9-10 AM (note: capital letters, no periods, and no :00 after the hour).

Punctuation

Apostrophes

In general, only use an apostrophe when you need to form the *possessive* of the word; not the plural. The exception to this is the plural of it, which is “its.”

Ex. The new CFO’s office had its own entrance.

Ex. A hard day’s work.

Ex. Laura’s book was damaged by the rain.

If the word ends in *s*, just add an apostrophe to form the possessive.

Ex. The CEOs’ mass hysteria was witnessed by most of their staff.

Ex. Everyone stared at Charles’ new car, a Tesla Model S.

Commas

Use the serial (Oxford) comma before the “and” or “or” in lists.

Ex. Idea generation, content creation, distribution, and ROI optimization.

Dashes

Use em dashes (or two hyphens) with no spaces for setting off text or emphasizing a point in a sentence

Ex. Some of the pain points—compliance, customer trust, and the proliferation of digital information—are so pressing that financial services marketers hold off on launching innovative campaigns and stick to the basics.

Ellipses

Use non-spaced ellipses, like this: ... (not this: . . .).

Hyphens

Use hyphens in numeric ranges, but try to use “to” (instead of a hyphen) when including a numeric range in a sentence.

Ex. Numbers 11 to 25 are from the second experiment.

Ex. 9-10 AM.

Quotes

Use said (not says) when quoting someone.

Ex. “The general consensus is not to do the hokey-pokey at work,” said Shawn.

Always use double quotation marks with single quotation marks inside.

Ex. “I read the article ‘The Dog’s Computer,’ ” said Bobby.

Periods and commas *always* go inside quotation marks.

Ex. “I was riding my bike,” Carol said, “when a deer jumped over the trail.”

Question marks and exclamation points go inside quotation marks only when they’re part of what the speaker is saying.

Ex. Sally said, “Would you like fries with that?”

Ex. Sally asked if John would like fries with that. Can you believe he said “I would”?

Colons, semicolons, and dashes always go outside quotation marks.

Ex. The following should report to the room marked “Staff”: office managers, marketers, social media managers, and customer service agents.

Voice and Tone

Here are a few notes on the voice and tone to use in your writing for The Dudley Foundation:

- Friendly and accessible, but not overly casual
- Helpful and knowledgeable, but not salesy or pushy
- Expert, but not know-it-all (watch the jargon!)
- Fun, but not slapstick or childish

Word Choice

Between vs. among

Use *between* with two people or things and *among* with three or more people or things.

Effect vs. affect

To *affect* means to produce a change or influence something.

Ex. How will the new fence structure affect the sheep?

An *effect* is a change that has occurred.

Ex. The effect of the new fence will be negligible.

Affect is a verb 99% of the time; *effect* is a noun 99% of the time.

Insure, ensure, and assure

To *insure* means to protect against financial loss.

Ex. You are insured against theft.

To *ensure* means to make certain or to confirm.

Ex. Track your progress to ensure your success.

To *assure* means to promise. (We assure a person.)

Ex. I can assure you that your valuables are safely locked away.

Which vs. that

Which, when used correctly, is part of a nonrestrictive clause, which is preceded or set off by commas. This clause is not essential to the meaning of the sentence, and can be taken out without changing the meaning.

Ex. The dog sled race, which was grueling, took place two weeks ago.

That is part of a restrictive clause, which is not set off by commas. This clause is essential to sentence meaning, and can't be removed.

Ex. The dog sled races that take place in Anchorage are especially intense.

Rule of thumb: if the *which* in the sentence sounds funny with a comma in front of it or around the entire phrase, the sentence probably needs to be using *that*.

Copyright :

refers to the legal recognition in the authorship of a piece of work. It is an automatic right — you don't need to register copyright with anyone for it to be legally binding. You don't even need to include the copyright emblem or any information for copyright to apply.

But, the power of the copyright is dependent on your ability to prove authorship should it be contested.

Copy-write:

Copy-writing is about producing brief, effective and evocative text designed for a specific purpose. Most commonly used in the advertising, journalistic and marketing fields, copy-writing produces words to fit a number of criteria other than the purely creative. Tight word counts, the space on the page, complimenting the accompanying imagery, inducing a specific action in the reader – each of these are just as important as the creativity in copy-writing.

Other Notes

Never start a sentence with “According to” or “X has found.”

Avoid heavy, overwhelming paragraphs! They should be broken down into short, scannable chunks.

Use “for example,” not “e.g.” or “ ex.”

Use first name for people upon second reference.

Ex. Jean Spencer wrote a sentence. Later, Jean went on a run.

Starting a sentence with a conjunction, such as “and” or “but” is okay.

Other Notes: The Newsletter

It is easiest to use a previous newsletter saved in Word as a template. However, it must be saved as a pdf file before being sent to the printers to assure that it will remain in the format used. Keep a copy of the Word document to use in the future and as reference.

Unlike other documents, the Newsletter has $\frac{1}{2}$ inch margins and is set up with 2 columns after the masthead is inserted. Please note that the newsletter is published three times a year: Summer; Autumn; and Winter/Spring. This information is inserted into the masthead (see previous newsletter) and is easiest to do before inserting the masthead (insert as a picture)

The body of the newsletter uses Bookman Old Style font at 14 point. Line spacing is exactly 15 point. Article titles are Verdana, bold, with a font size of 14. Bylines are Verdana (not bold) with a size of 10.

The textbox for officers/directors is Bookman Old Style 10 with the heading as an 11 and in bold. The non-profit statement is Bookman Old Style 8. The printer may be able to assist you if needed, and will provide a proof before all are printed. Presently, 300 copies are needed.

Appendix A: When to Use Em Dashes and Semicolons

Em dash

Em dashes (—) are the width of a lowercase “m.” They are used to indicate added emphasis, a pause, or a change of thought.

Em dashes are the “wait for it” of punctuation, creating a pause that is conversational in tone, while still drawing your eye to the next sentence or phrase fluidly.

Em dashes can have the same effect as a colon, but with more of an artistic spin, and less of an abrupt stop. (They are also used when attributing a quote!)

Ex. I've been looking for a girl like you—not you, but a girl like you. (Groucho Marx)

Semicolon

Semicolons can be used to link two related independent clauses (complete sentences), or to list items separated by a comma.

Ex. My aunt came over to visit today; she brought her yappy little dog.

Ex. We went to so many awesome places on our trip: London, England; Madrid, Spain; Berlin, Germany; and Miami, Florida.

The semicolon can also be used more creatively, as long as it is conjoining two independent clauses (complete sentences), and does *not* include a conjunction (with, and, but, because, for, etc.):

CORRECT: Someday I'll have to teach you how to use a crossbow; it's a solid piece of weaponry.

INCORRECT: Someday I'll have to teach you how to use a crossbow; because it's a solid piece of weaponry.

Appendix B: Additional References On-Line

Area	Item or Rule	Description or Rationale/ Link
References		
Dictionaries	Dictionary.com	http://dictionary.com
Grammar & Usage	<i>The Elements of Style</i> , Fourth Edition (Strunk, William & White, E.B)	
Online References	Merriam Webster dictionary online	http://www.merriam-webster.com/

	<p>Grammarbook.com: basic questions about grammar and usage</p> <p>Visual Thesaurus: “mind mapping”-style thesaurus for locating synonyms and antonyms</p> <p>Acronym Finder: List of commonly used and officially recognized acronyms and initialisms</p> <p><i>RefDesk.com</i> – fact checker for the Internet. Links to all the major search engines, news and articles of all kinds, and additional links to other resources</p>	http://www.grammarbook.com/ http://www.visualthesaurus.com/ http://www.acronymfinder.com/ http://www.refdesk.com/
Publishing Programs	<p>Canva.com. Free on-line program with over 800 templates for brochures, posters, etc. Personal accounts are free.</p> <p>Gimp.com is a free cross-platform image editor available for GNU/Linux, OS X, Windows and more operating systems. (Think photoshop)</p> <p>Fonts need to be chosen for readability. Georgia is a very readable font and may be preferred for most printed brochures and letters. Helvetica is good for posters and flyers.</p> <p>High quality free fonts can be found at fontsquirrel.com.</p>	http://www.canva.com http://www.gimp.org/ http://www.fontsquirrel.com
Company Specific Usage	<p>info@dudleyfarm.com</p> <p>www.dudleyfarm.com</p> <p>www.facebook.com/dudleyfarmmuseum</p> <p>www.facebook.com/dudleyfarmfarmersmarket</p>	
Date Formatting	Documents should use mm/dd/yyyy or month dd, yyyy.	
Dates and Revisions	Footer contains Document Title, document version number, document revision date. Use small font	Do not use auto text date—the date will change each time the file is opened.

	<p>Clipart & stock photography:</p> <p>Use clip art very sparingly, and only when it aids in comprehension or visual cueing</p> <p>When using clip art, select images that are of similar styles, and avoid comic book styles.</p> <p>Tag photo with source.</p>	<p>Image Sources: Wikimedia; Flickr, Dudley Farm computer files. Digital archives of Guilford Free Library, Guilford Keeping Society, Connecticut Digital Archive</p>
	<p>Charts and created visuals:</p> <p>Use established color palettes.</p> <p>For print/PDF, save at 300 dpi or higher, PNG or JPG. For online content, save a version at 72 to 144 dpi.</p>	<p>https://www.canva.com/learn/brand-color-palette/</p>

Checklist for flyers, brochures

Did you remember??

1. *Name of Event & Name of Host or Hosts*
2. *Date & Time of Event*
3. *Location of Event (Online/Physical)*
4. *Price of Event (Free, Admission Cost, Ticket Price + Where to purchase the tickets)*
5. *Website to learn more + Phone Number + Social Media accounts*
6. *(Optional) Why should people attend/What will happen*
7. *Logo for the Dudley Foundation*

