

FAIRLAWN AVENUE UNITED CHURCH

EDITORIAL STYLE GUIDE (v3)

@ November 2020

Fairlawn:

- has developed this style guide to ensure its editorial style is consistent across all of its platforms – *Greetings!*, news stories, letters, congregational e-mails and e-blasts, posters, web, social media, the outdoor sign, and ads.
- uses Canadian Press style guide standards, including its spelling.

ABBREVIATIONS

- Abbreviations: we generally do not use.
- Exceptions are
 - ext. for phone extensions, e.g. 416-481-6848 ext. 25
 - in *Greetings!* calendar:
 - Continued = (Cont'd.)
 - long months on A-frame signs:
 - Dec. for December

- @ symbol: We do not use it except in email addresses or short tweets.
- Fairlawn:
 - first reference: Fairlawn Avenue United Church
 - second reference: Fairlawn
 - We do not use FAUC.
- urls: We shorten to their essentials:
 - fairlawnchurch.ca

CAPITALIZATION

- We use capitals on:
 - proper name of a room: Kimmel, Assembly Hall.
 - proper name of a group: Walk-in Support, Governing Council
- We do NOT use capitals on:
 - a time: coffee hour

- a generic:
 - space: sanctuary, hall
 - group: the council
 - object: memorial book
- seasons: spring, summer, fall, winter unless it is part of a title, e.g. Winter 2019 issue

DATES & TIMES

- We do not use “th” with dates (9th)
 - Saturday, November 9
- For times, we use:
 - 7
 - 7:30
 - 7 – 8:30 p.m.
- We use proper abbreviations:
 - a.m.
 - p.m.
- This is the format for dates and times:
 - Saturday, November 9, at 10 a.m.
 - Saturday, November 9, from 10 a.m. – 12 p.m.
 - Saturday, November 9, from 2 – 5 p.m.

ITALICIZATION

- Proper names for book/movie/printed document titles.
 - *Greetings!*
 - *Fairlawn Connection*
- Please note: We do not also bold italicized titles.

NUMBERS

- Use words for one to nine.
- Use numbers for 10 and beyond.

PHOTOS

- Photo captions: Ideally, they should be one text line only under the photo.
- Photo credits:
 - We use:
 - for individuals: Photo Credit: first & last name
 - for professional photographers & publications, check their guidelines for use & credit line e.g. Photo Credit: Snap'd Toronto
- Placement: on right side of picture, running vertically up its side
 - Where that design is not possible, place in brackets at the end of the cutline (Photo Credit: first & last name)

PUNCTUATION

- Exclamation points (!): avoid unless there is something truly surprising in the preceding statement.
- Periods & closed quotes:
 - place sentence fragment in quotes with punctuation (comma or period) after, e.g.

Jack said, "I like this", but then he added, "I don't like that".

- place full sentence with period inside quote, e.g. Jack said, "I like this, but I don't like that."

- Serial commas: a, b, and c
- Telephone numbers: xxx-xxx-xxxx

SPACING

- Only one space:
 - between words
 - after sentence end periods

SPELLING

- We use Canadian Press spelling, which blends American and British styles. (Check *The Canadian Press Stylebook* or *Globe and Mail's* online stories to confirm CP style.) Examples are:
 - colour NOT color
 - honour NOT honor
 - program NOT programme

TITLES

- We capitalize the first, last, and important words in a title, including:
 - adjectives (tiny, large)
 - adverbs (quietly, smoothly)
 - nouns (tablet, kitchen, book)
 - pronouns (they, she, he)
 - verbs (write, type, create)
- We generally do not capitalize:
 - articles (a, an, the)
 - coordinating conjunctions (and, but, for)
 - prepositions (at, by, from)