



## Chapter Communications Style Guide

### Guides

		Authority
Use of logos	<p>The chapter and the society logos should be used as they appear on this page. In most publications, both logos should appear on the same page.</p> <p>For the chapter, use only the version shown here. For the international society, you may use any version authorized by the society. Avoid a layout that might imply that the chapter is the society. Use text near the society logo to specify that STC Manitoba is a chapter of the society.</p>	<p><a href="http://www.stc.org/PDF_Files/AD-13-04.pdf">http://www.stc.org/PDF_Files/AD-13-04.pdf</a></p> <p>Note: This document called “Guidelines for Use of the STC Logo and Logotype is hidden on the society’s Web site under <b>Competitions &gt; Chapter/SIG &gt; Newsletter</b>. There is a partial selection of designs and file formats for the society’s logo at <a href="http://www.stc.org/stcmembers/orgLogos01.asp">http://www.stc.org/stcmembers/orgLogos01.asp</a></p>
• Style	<p><i>The Canadian Style: A Guide to Writing and Editing (TCS)</i> applies as the primary guide, except for the dictionary it specifies. Where the primary guide provides insufficient detail, <i>The Chicago Manual of Style</i> applies.</p>	Executive Meeting Minutes 2001 AP 26
• Spelling	<p><i>The Canadian Oxford Dictionary</i> applies (instead of the <i>Gage Canadian Dictionary</i>) with the following refinements or differences:</p> <ul style="list-style-type: none"> <li>▪ “a.m.” and “p.m.” (lower case) for before and after noon</li> <li>▪ “e-mail” as a noun or as a verb is spelled with a hyphen in accordance with the 1<sup>st</sup> edition of <i>The Canadian Oxford Dictionary</i>.</li> <li>▪ “practice” as a noun and “practise” as a verb in accordance with the usage note in the <i>Gage</i></li> </ul>	<p>Executive Meeting Minutes 2001 AP 26</p> <p><i>TCS</i>, 5.12.<sup>1</sup></p> <p>With regard to the noun only—<i>Microsoft Manual of Style for Technical Publications</i> [3<sup>rd</sup> edition]</p>

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Communication

<sup>1</sup> The section numbers for *The Canadian Style* refer to the 2<sup>nd</sup> edition, 1997.

		<b>Authority</b>
Spelling continued	<ul style="list-style-type: none"> <li>▪ “vice-president” (with a hyphen; Canadian standard) in general and when referring to the position within STC Manitoba Chapter; “vice president” (without a hyphen; American standard) when referring to the positions at the Society (international) level of STC</li> <li>▪ “Web,” except when part of a compound, is capitalized, even when referring to an intranet</li> </ul>	<i>Microsoft Manual of Style for Technical Publications [3rd edition]</i>
	<ul style="list-style-type: none"> <li>▪ “Web,” as a modifier, is normally a separate word as in “Web page” and “Web site.” The exceptions where “web” is part of a compound are the following: <ul style="list-style-type: none"> <li>○ web-centric</li> <li>○ webcam</li> <li>○ webcast</li> <li>○ webmaster</li> <li>○ webzine</li> </ul> </li> </ul>	<i>Microsoft Manual of Style for Technical Publications [3rd edition]</i>

## Basic proofreading checklist

Note: This list was developed with proofreading the *STC Manitoba Manuscript* in mind and should be applied to other chapter communications as far as practical.

	Focus	Reason for concern or solution	Authority
1	Issue number and date in all headers	Accuracy.	
2	Header layout	Consistency (justification, distance from margins, font and typeface).	
3	Names	Correct spelling; solid presentation (that is, parts kept on same line).	
4	Breaking across lines—words, names, phone numbers, URLs	Minimize soft hyphens and breaks. Excess hyphenation and breaks are especially likely within sidebars. Exceptions are often necessary for long URLs.	<i>TCS</i> , 2.17.
5	Spurious white space between lines	Eliminate white space that has the appearance of a paragraph break where there should only be a new line—most often required in bylines and within URLs that break across lines in narrow columns.	
6	Text touching visible border of a text box	Add margin-space—most often required within sidebars.	
7	Spurious spaces after accented letters in PDFs	Kern manually as required. This problem appears to be the result of a bug in the interaction between the program used to create the source text and the Acrobat .pdf-generating or distilling process.	
8	Local names: <ul style="list-style-type: none"> <li>▪ Broadway</li> <li>▪ Union Centre</li> <li>▪ the <i>Winnipeg Free Press</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ NOT “Broadway Avenue”</li> <li>▪ NOT “Center”</li> <li>▪ “the” without a capital, because it is not part of the corporate name for the <i>Winnipeg Free Press</i></li> </ul>	<i>TCS</i> , 4.29.
9	Article reprinted from another publication or accepted from someone such as an STC official broadcasting to a wider audience	Accept the original publication standards as far as you can guess them, and clearly state the source either in the byline or in a special citation. For example, accept American spelling from American sources. Fix problems that appear to be typos or accidental errors.	

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10	Reference within an article to a table or figure	Ensure that the reference uses some of the same words as are used in the labels that appear on the tables and figures.	
11	Em-dash, “—,” as a substitute for a colon, semicolon, or comma	If an em-dash is appropriate, ensure that em-dash <sup>2</sup> is what is displayed. Note that, if an author used autoformatting in Microsoft Word, the result may be an en-dash <sup>3</sup> where an em-dash is required. [See the next item for use of en-dash.]	<i>TCS</i> , 7.44ff.
12	Range of numbers, such as range of time or dates	Join with an en-dash, as in the example 2001–2002; not a hyphen and without spaces.	<i>TCS</i> , 7.52ff.
13	Range of years, concluding with a year in this decade	Display as four digits as in the previous example. Use two digits only when the space constraint is severe.	
14	Reference using page number(s)	When run in with the text, spell “page” in full; when enclosed in brackets, use a short form, such as “(p. 544–5).”	
15	Phone number format and labelling	Generally display as a ten-digit number with hyphen separators; if a caller in Winnipeg would have to dial for long distance, add the prefix, “1-.” For example, display a number within the Winnipeg calling zone as 204-555-5555 and a number in Brandon as 1-204-555-5555. Label a number as a phone number only when necessary to distinguish it, as in a case where there is also a fax number.	
17	E-mail address	Display in lower-case only.	
18	Web URL	Generally activate as a hyperlink. The visual impact of a lot of hyperlinks in some cases might be too garish. If not using the hyperlink option, provided that the URL is a simple http link, drop the “http://” prefix.	

<sup>2</sup> Em-dash is available in MS Windows and Mac OS when using a proportionally spaced Truetype or Postscript font. In MS Windows, use ANSI code 0151 or, with autoformatting for the em-dash symbol turned on, type two hyphens (without spaces either before or after the hyphens). In Mac OS, press Option+Shift+Hyphen.

<sup>3</sup> En-dash is available in MS Windows and Mac OS when using a proportionally spaced Truetype or Postscript font. In MS Windows, use ANSI code 0150. Note that the same autoformatting selection that is used for em-dashes results in en-dashes if there are spaces before and after the hyphens. In Mac OS, press Option+Hyphen.

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19	SIG names	At least once within an issue that refers to a SIG, spell out “Special Interest Group” for SIG and, if an initialism has been used, spell out the rest of the words.	
20	Bullet-list indents	Generally use hanging indents. Because the columns are narrow, if the items are long or the lists exceed three items, consider rewriting the article without bullets or using bullets without indents.	
21	Bullet-list punctuation	Normally, don’t put punctuation at the end of items in a bullet list. Within an article, if any item in a bullet list has more than one sentence, use full punctuation (normally periods) on all items in the list.	See the entry about “Lists” in Gary B. Larson, <i>Garble’s Editorial Style Manual</i> online at <a href="http://www.garbl.com">http://www.garbl.com</a>
22	References to our chapter name	Display our name as “STC Manitoba Chapter” or “Society for Technical Communication, Manitoba Chapter.”	This chapter naming standard is NOT yet specified in our bylaws, but it is specified in the Society’s publication, “Chapter Naming Style,” <i>Tieline</i> , September 2000, p. 2.
23	References to publications	Display a publication name in italics (for example, <i>Intercom</i> , <i>Technical Communication</i> , <i>IEEE Transactions on Prof ...</i> , <i>Writing that Works: The ...</i> ) and the name of articles in quotes. Display the titles of radio programs in quotes.	TCS, 6.05, 8.13.
24	Commercial announcements	For the information of readers and regardless of the commercial implications, the <i>Manuscript</i> editor(s) may decide whether to include announcements for educational or professional development courses or workshops. They may also decide whether to accept advertisements of any nature at rates established by the Executive Committee.	Executive Meeting Minutes 2001 AP 26 <sup>4</sup>

<sup>4</sup> The rates established by the Executive Committee are:

Business card—\$10/issue;

¼ page—\$30/issue;

½ page—\$ 40/issue (or \$30/issue for a commitment to 3 or more issues);

full page—\$80/issue (or \$60/issue for a commitment to 3 or more issues)

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25	Reports <i>versus</i> announcements	The newsletter carries both reports and announcements. If you are merging the presentation of both, keep the reporting aspect valid. For example, report the slate that was actually presented for an election; and, then, if there have been interesting developments since, add a note or a cross-reference to another article to explain that the situation has changed.	
26	Compound term (such as, state-of-the-art)	When meant attributively, use hyphens (or not), as specified in the guides. Avoid using quotation marks.	
27	Spacing after punctuation	Use only a single space after a period or other punctuation that ends or breaks a sentence.	<i>TCS</i> , 7.07.
28	Numerical expression—spell out or use figure	The <i>TCS</i> standard for numerical expressions specifies a different approach for technical writing compared to all other writing. Within <i>Manuscript</i> , <ul style="list-style-type: none"> <li>▪ treat announcements, references to standards, and submissions that are specifically technical writing as technical writing and, as a consequence, use figures for all numbers in them</li> <li>▪ treat other items, generally most of the newsletter, as other than technical writing and, as a consequence, spell out single-digit numbers as indicated by <i>TCS</i></li> </ul>	<i>TCS</i> , 5.01.
29	Text aligned left, few hyphens	Avoid full justification of blocks of text.  Use hyphenation very sparingly. Always work with automatic hyphenation turned off.	