

## **Collaboratory Styleguide**

Last updated 10/08

This styleguide has been developed to comply with Messiah College publication guidelines and to provide consistency throughout all Collaboratory publications and other media. It is particularly necessary for the styleguide to be followed when the final product will be used outside of the Collaboratory. The leader of the publications team is responsible for maintaining the styleguide and updating it as necessary.

### **Name of organization**

- Refer to it as the Collaboratory (lower case 'the,' upper case C).
  - e.g. Five new members joined the Collaboratory this semester.
- The full name (the Collaboratory for Strategic Partnerships and Applied Research) does not need to be used in newsletter articles because it is printed at the top of the newsletter with the design element.
- Never refer to it as simply Collab.

### **Names of groups and projects**

- Groups and teams should be written with lowercase letters.
  - e.g. The transportation group just formed this year.
  - e.g. The biodiesel team is receiving a new grant.
- The names of projects should be capitalized and can be referred to by their abbreviations on subsequent references
  - e.g. Members of the transportation group are working on the Light Sport Aircraft (LSA) project.

### **Referring to people**

- When referring to members of the Collaboratory, give their first and last name followed by their year of graduation.
  - e.g. Alison Roncin '09
- Alumni names should be written the same as current students: First, Last 'Year of graduation.
- For team advisors or other non-students, give their title.
  - e.g. Ariela Vader, associate professor of biology and team advisor.
- Use just last name on subsequent references
- Always be sure to double-check the spelling of names

### **Numbers**

- Spell out numbers 0-9, use numerals for 10 and above.
  - Exception: always use numerals for ages
  - e.g. She was 9 years old and owned two cats.
- Spell out a number if it's at the beginning of a sentence. If necessary, reword the sentence.
  - Exception: always use numerals for years
- For percents, don't use the percent sign. Write the numeral and the word percent.

- e.g. According to some, 6.54 percent of all statistics are made up on the spot.
- For really big inexact numbers, use words when possible
  - e.g. One million people in Africa...
  - e.g. Every year in Honduras, 50 thousand children...

**Use by MC PR and Marketing**

- First time, use entire name the Collaboratory for Strategic Partnerships and Applied Research
- Subsequent uses: the Collaboratory

**Other**

- Remember that this newsletter goes out to about 1500 people, both inside and outside the Collaboratory and Messiah College, who might not know a lot of fancy engineering jargon or understand everything we do so when in doubt, explain things in as simple terms as possible.