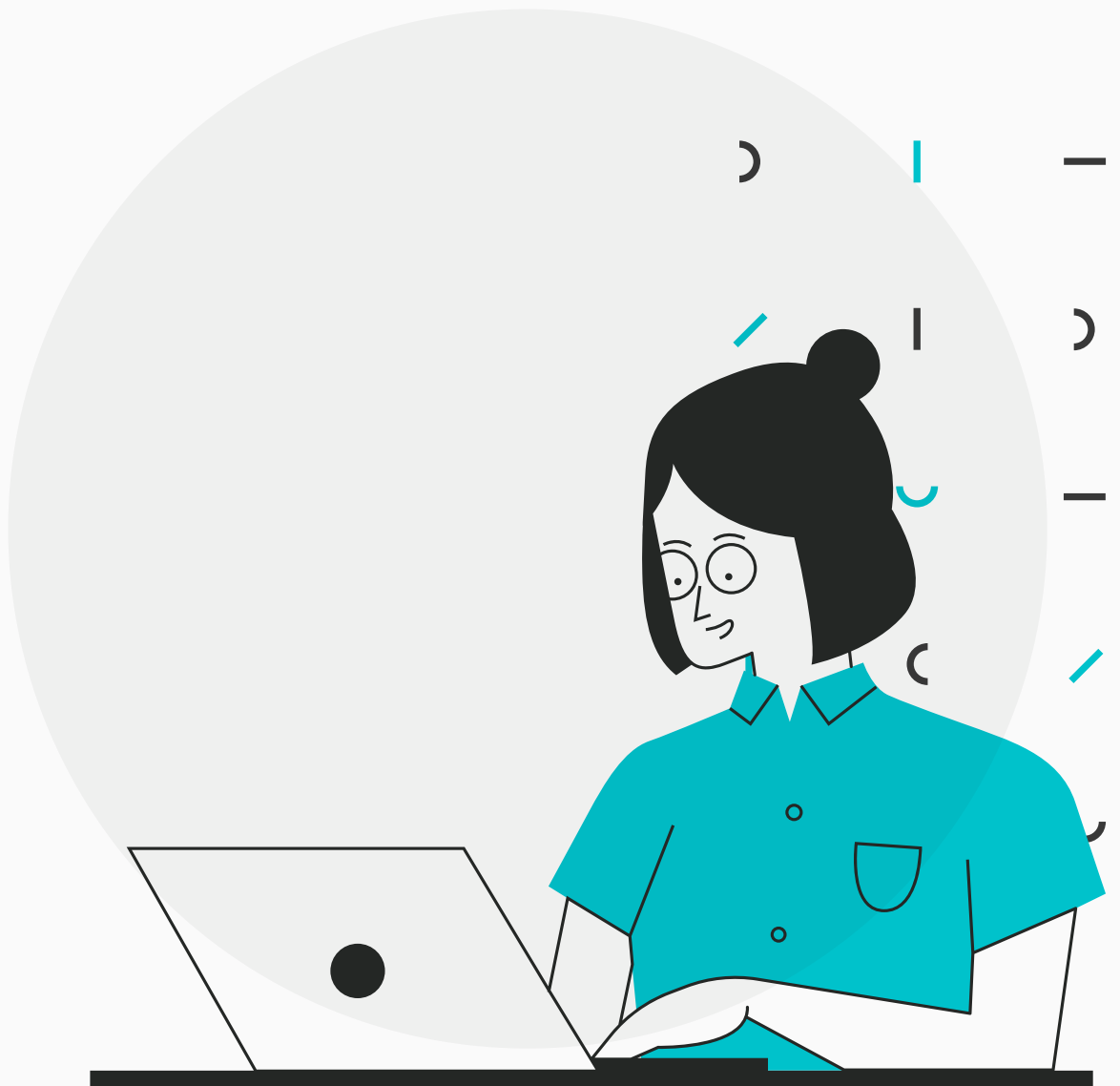


Style Guide

VAPPINGO'S IN-HOUSE STYLE RULES



OUR IN-HOUSE STYLE RULES

When editing on behalf of Vappingo, unless instructed otherwise by the customer, you need to follow a set of standard guidelines. These are outlined in the following document. Please print this document out and refer to it when completing orders.

ABBREVIATIONS/CONTRACTIONS

- Full points with lower-case abbreviations only, no full points with upper case abbreviations or contractions. Examples: NATO, Mr, e.g.
- But no full points with units of measurement for weights and measures (see also 'Numbers and units'). Examples: kg, mph, 10 m/s² (one exception: in.). Always place a space between the number and the unit of measurement (exception: unit symbols for degree, minute, and second)
- Words to be abbreviated should appear in full with the abbreviation in parentheses at the first mention. If the customer does not do this, leave a comment requesting him or her to do so.
- If the abbreviation is very well known to the intended audience, you don't need to define it (e.g., IBM, ASAP, PIN).

AGES (SEE ALSO "NUMBERS AND UNITS")

- Hyphenate appropriately:
 - Six-year-old girl or 6-year-old girl
 - Six years old or 6 years old

AMPERSAND (&)

- Do not use in running text as a replacement for the word 'and'.
- Use in company names only when the company itself does so.

CAPITALISATION (SEE ALSO "TITLES")

Download file: [Capitalization rules](#)

CURRENCY

- Use numerals for currency and do not leave a space between the symbol and the numeral. Examples: £1.00, €10, \$8 million.

DATES AND TIME

- 5:00 a.m., 10:30 p.m.
- 06:00, 14:25 (use the 24-hour clock only if the context demands it).
- 10 March 2007 (unless US style is required: March 10, 2007).
- 400 BC and 950 AD (note the order of the numerals and abbreviations, and the use of small capitals).
- Periods of time are not treated as measurements unless technical/scientific usage demands otherwise. Examples: one hour, not 1 h; three days, not 3 days.

INCLUSIVE LANGUAGE

- The passive should be used sparingly to avoid repetition of 'he or she'.
- The use of 'they' to encompass 'he or she' is permissible.
- Do not use 'he' (or 'she') to encompass 'he and she'.
- If a gender-neutral expression can be used easily (work-hours for man-hours), then do so.

INTERNET-RELATED VOCABULARY

- When noting URLs, omit 'http://' if the URL starts with www.
- Use HTML, not html.
- Do not hyphenate 'email' but do hyphenate similar terms (e.g. 'e-commerce').
- Use capitals for 'Internet' but not for 'web' and 'website'.

ITALICS (SEE ALSO QUOTATIONS)

- Titles of books, newspapers, television programmes, etc., are italic but single quotes should be used for articles, chapters and other parts of larger works; Example: 'Vappingo Style Guide' is the second section in *The Guide to Working for Vappingo*.
- Variables in mathematics are italic; Examples: *x* axis, $x + y = z$.
- Italics are permissible for emphasis; Example: He *claimed* he loved her.

LISTS

- Displayed lists can be numbered or bulleted.
- The text preceding a displayed list usually (but not necessarily) ends in a colon.
- A list comprising short phrases is styled as follows:
 - the entries in the list start with a lower case letter
 - all but the last entry do not finish with a full stop
 - the last point in the list does finish with a full point.
- If the list does not start with a colon (e.g., a standalone list or one following a full stop) or if each bullet is a proper sentence, the first letter of each entry should be capitalised, and each should finish with a full stop.
- Text directly following lists: flush left unless a new paragraph is being started. Flush left paragraphs must be identified as such for the typesetter.

POINTS OF THE COMPASS

- Capitalise only when part of a recognised geographical place name. Examples: West Coast, North Carolina, north Somerset.
- No full points in abbreviations. Examples: SE, NNW.
- Hyphenate. Examples: south-west, north-east.

QUOTATIONS

- Use quotation marks for excerpts from speeches, books, etc., but if a word or phrase is being defined or discussed, use italics. Examples: He was, he said, 'not a little concerned'. When we talk about being *not a little concerned*, we mean...

REFERENCES

Follow the style of author, if consistent. Otherwise, use www.bibme.org to generate the reference list.

NUMBERS AND UNITS

(See also 'Ages', 'Currency' and 'Dates and time')

- Spell out one to ten. Other numbers should be recorded in numerical form. Exception: Always use Arabic numerals for ages and percentages (see below), even for numbers less than 10.
- Use a comma in numbers over 9999. Examples: 10,000, 1,000,000
- Millions, etc., can be spelt out or in a numeral form depending on the context. Indices are acceptable in technical usage. Example: 1,500,000, 1.5 million, 1.5×10^6 .
- Use a hyphen for spelt-out numbers between twenty-one and ninety-nine.
- Numbers starting sentences in normal text (i.e., excluding tables and similar) are spelt out. If the number is large, recast the sentence. The exception to this rule is a sentence that begins with a calendar year: "2007 was a record-breaking year for fundraising".
- Numbers and words in the same sentence may be mixed. Example: "He had previously owned two cats, but found himself in charge of 11 dormice".
- Fractions: If spelt out, use a hyphen. Examples: one-half, three-quarters, one-tenth, 1/12th.
- Periods of time are not treated as measurements unless technical/scientific usage demands otherwise. Examples: one hour, not 1 h; three days, not 3 days.
- Percentages should always be expressed as a number. Examples: 2 per cent, 22 per cent. Use 'per cent' ('percent' if imposing US style). The % symbol is permissible in tables and illustrations.
- Decimal points are on the line, not raised.
- Units must use conventional abbreviations. Example: μg , not mcg.
- Units are separated from the numeral by a space and use the solidus. Examples: 60 kg, 4 cm, 15 hp, 48 Mb, 10 m/s².
- Do not hyphenate units. Example: 50 mg/day dosage, not 50-mg/day dosage.
- Use metric units in preference to Imperial, unless the context demands otherwise (e.g., if imposing US style). It may sometimes be appropriate to add the metric equivalent or the conversion factor in parentheses. e.g., if an Imperial unit is unfamiliar to the target audience.
- Inches are abbreviated to in. (note the point), feet to ft (do not use ' and ").
- Elide ranges. Examples: 3.00–5.15 p.m., 1440–1500, pp. 123–44. Note that there is no space between the unit and the hyphen.

TITLES

Titles of academic courses:

- Do not italicize course titles or put quotation marks around them.

Titles of books, computer games, movies, operas, plays, poems, albums, songs, radio and television programs, lectures, speeches and works of art:

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Put quotation marks around all such works except the Bible and books that are primarily catalogues of reference material: 'The Star-Spangled Banner', 'Gone With the Wind', NBC's 'Today Show', Encyclopaedia Britannica.
- Translate a foreign title into English, unless the American public knows the work by its foreign name: Rousseau's 'War', not Rousseau's 'La Guerre'. BUT: Leonardo da Vinci's 'Mona Lisa'.

Titles of newspapers and magazines:

- Do not place titles of newspapers and magazines quotation marks.
- Capitalise the instance of "the" in the name if that is the way the publication prefers to be known. Use lowercase "the" before names if listing several publications, some of which use "the" as part of the name and some of which do not: Time, Newsweek, the Washington Post and the New York Times.

Titles of directions/regions:

- Lowercase north, south, northeast, northern, etc. when they indicate compass direction: The cold front is moving east.
- Capitalise compass points when they designate U.S. regions: A storm system that developed in the Midwest is spreading eastward.
- With names of countries, lowercase compass points unless they are part of a proper name or are used to designate a politically divided nation: northern France, western United States, Northern Ireland.
- With states and cities, lowercase compass points when they describe a section of a state or city: western Massachusetts, southern Atlanta.
- Capitalise compass points when used in denoting widely known sections: Southern California, the Lower East Side of Manhattan.

Titles of seasons:

- Lowercase spring, summer, fall and winter, as well as derivatives like wintertime unless part of a formal name: the Winter Olympics.

IN-TEXT CITATIONS

Name/date style

- Use full punctuation (commas and semicolons). Example: Smith and Blackheart (1990) reported previous findings (Ramones & Blondie, 1978; Jett et al., 1979).
- Cite in alphabetical order if more than one citation within parentheses.
- Combine citations differing only in the year. Example: (Smith & Jones, 1991a,b, 1995; Zither et al., 1978, 1990).

Numbered style

- All citations must be numbered in the order in which they will be encountered by a reader. This includes citations in figures and tables.
- Numbers can be either enclosed in square brackets or superscript. In both cases, the numbers are separated by commas without a following space.

PUNCTUATION

- See the [Vappingo guide to punctuation](#)