Marketing and Editorial Style Guide

Edit SSP marketing materials with an eye toward consistency and clarity. A more informal tone is expected, but materials can be heavily edited if the situation warrants.

Follow Chicago Manual of Style, 16th edition, unless this style sheet specifies otherwise.

NAMES:

Society for Scholarly Publishing

The Society for Scholarly Publishing (SSP), founded in 1978, is a nonprofit organization formed to promote and advance communication...

Each year, the Society for Scholarly Publishing invites applications for the Annual Fellowship Program...

SSP will be recognized by members and the global publishing community...

- first instance, spell out and include abbreviation after in parentheses
- second instance use abbreviation SSP
- no “the” before abbreviation
- no apostrophe when referring to the Society for Scholarly Publishing or SSP mission
  - “The Society for Scholarly Publishing mission is to…”
- only capitalize “the” when it is the first word in the sentence.

The Scholarly Kitchen

- Cap and Lowercase, including “The”
- Italic as it is a publication
- Abbreviated as TSK, italic

TAGLINES:

SSP
Innovative People Advancing Scholarly Communication

TSK
What’s Hot and Cooking in Scholarly Publishing

- Cap and Lowercase
• No abbreviations

TITLES:

Theme Titles:
Italic Cap and Lowercase: Cap After Colon or Dash

_The New Big Picture: Connecting Diverse Perspectives_

• lowercase prepositions four letters or fewer unless in special constructions (e.g. Tune In, Turn On, Drop Out)
• lowercase coordinating conjunctions and articles
• always lowercase “to”, even in infinitives
• capitalize all verbs, nouns, and pronouns, no matter how small
• always capitalize last word in title or head
• no abbreviations

Article, Session, Seminar and Webinar Titles:

Cap and Lowercase: Cap After Colon or Dash

_Knock, Knock, Knockin’ on Clients’ Doors All You Have to Do Is Ask_

• lowercase prepositions four letters or fewer unless in special constructions (e.g. Tune In, Turn On, Drop Out)
• lowercase coordinating conjunctions and articles
• always lowercase “to”, even in infinitives
• capitalize all verbs, nouns, and pronouns, no matter how small
• always capitalize last word in title or head
• Use colon over dash in most cases
• no abbreviations
• apply these rules to heads as well
• if session/seminar/webinar title, style as:
  o “Webinar: Extreme Makeover: Will Impact Factor Get a Facelift?”
  o “IC: Extreme Makeover: Will Impact Factor Get a Facelift?”

SPEAKER/AUTHOR:

Names and affiliations:

_Moderator: John Brown (@brown); Microsoft_
_Speaker: Harold McTeeth II (@twitter), Electric Mayhem_
_Speakers: Lisa Smith (@lisasmith), Google; Carrie Black (@cblack), Amazon_

• italic, speaker name boldface
• no comma between name and twitter handle
• titles not generally listed; reserve for bio
• no degrees listed; reserve for bio
• semicolons to separate a series of speakers or authors

SPEAKER BIO:

Author name appears bold, text lightface

Ed Smerfledorfer pioneered the use of mayonnaise as a truth serum in the late decades of...

INTERNAL STYLE:

General style:
• Serial comma
• American spelling
• “down” capitalization style: Ben is a professor of... but Professor Hur was...
• et al. etc. i.e., e.g.,
• Latin is not italic: in vivo, in vitro, ad hoc, a priori
• GNP vs. GDP
• capitalize seasons
• phone numbers: 785-555-4399 (unless part of an overall design concept)
• book titles, major works, blog titles, etc., are italic; articles, songs, etc., are roman with quotation marks
• names of products are not italic
• Use company names on first mention of products: Microsoft Word, Corel WordPerfect, Adobe Acrobat
• Use lowercase roman “journal” when not using the full journal title; for example: “The journal is published eight times a year”
• © 2017 Society for Scholarly Publishing. All rights reserved.
• Twitter handles should be inside parentheses and include the @ sign (@ScholarlyPub)
• First letter of each word in committee names should be capitalized (Professional Development Committee)
• Board of Directors or Board when referring to the SSP Board of Directors.
• Officer titles capitalized, President, President-Elect, Secretary/Treasurer
• Past-President when referring to the current Past-President only, otherwise, past president
• Program as it relates to the Annual Meeting content should be capitalized when not proceeded by the words “Annual Meeting:”
• concurrent sessions not breakout sessions
• pre-meeting seminars not pre-conference seminars
• membership in SSP not membership of SSP

Punctuation and quotation marks:
• “... in our best interest,” he said.
• ... he called it an “Elly,” a shortened form of the acronym ELISA...
• ...which can be found in ”In Memoriam,” a section in each issue...

Honorifics and degrees:
• PhD, MA, BSc: Bill Pilsner, PhD, was on hand to...
• Mr., Mrs., Dr.
• MSW, LPN, RN, FACS

Geography:
• spell out states in text: ...a Tacoma, Washington, native...
• postal code in addresses with ZIP code
• Washington, DC, ...(use two commas, no periods)
• Canadian provinces abbreviated in addresses, spelled out otherwise
• spell out boulevard, street, etc. in run of text; otherwise, abbreviate
• abbreviate using postal code if overall design dictates
• US (adj); United States (noun)
• UK

Abbreviations and acronyms:
• Inc., Co., Ltd., Corp.: “bought out by HGF, Inc., which is the largest...”
• no need to spell out abbreviations/acronyms for companies better known by their initials/acronym: SBC, IBM, GE, TWA, ABC, etc.
• use file format names, not extensions: DOC, not .doc or doc; TIFF, not tif
• general rule: periods in lowercase, omit in cap, small cap, or cap/lc constructions

Time and dates:
• 10:00 am, 6:45 pm
• in programs and schedules: 11:00-1:00 pm
• 1985-1989
• 1950s '50s
• May 5, 1976, was the day...; August 1976 was the month...
• always spell out units of time in non-technical contexts: For the third year in a row, the annual meeting...; the meeting lasts three days...
• AD 450, 33 BC
• spell out months, days of week in running text
• abbreviate months in references and, if space requires, in breakout boxes and tables
• 2016 SSP 38th Annual Meeting (year, SSP, #, no superscript.)

Hyphenation rules:
• no definitive rule for hyphenating prefixes; clarity is first priority: auto-generated, but bimonthly
• see ABC list at end of style sheet for exceptions
• always hyphenate double vowels and triple consonants: co-occurrence, re-evaluation, bell-like
• use hyphen: sub-Saharan, pre-1950, sub-subentry, extra-alkaline, bell-like
• use hyphen in all “non-” words
• use en dashes in open or hyphenated compounds: email-only newsletter, pre-Vietnam era
• en and em and other dashes should never have spaces around them
• do not hyphenate “ly” adverbs: a poorly built, slovenly looking man
• a high-quality, award-winning publication
• She was thirty years old; the three-year-old cat; ...the thirty-year-old, already CEO of...
• in proofs, avoid end-of-line hyphenation. If necessary, try to break at a “hard hyphen”

Number style:
• 1,000; 10,000
- do not allow superscripts in ordinals: 1st, 28th
- use of numerals versus digits determined largely by context
- 3 billion, 1 to 2 trillion
- use word “percent” with a numeral: 9 percent
- use en dash in ranges of numbers: 2012–2014

**Trademarks:**

*Using Trademarks*
For all trademarks, place the ™ symbol immediately following the mark at least the first time it appears in major parts of a print or electronic document. If the document is long or multipart, use the ™ symbol with the trademark the first time it appears in a major section, part, or element. The symbol does not need to appear each time a trademark is subsequently used within a given document.

Never use a trademark name as a verb. After its initial use, indicate that the word is a trademark by using one of the following methods: use an initial uppercase letter for each word in the trademark. Use the mark in the same manner each time you use it.

**FIGURE CAPTIONS:**

No designation such as "photo" or "figure". Directional elements and parts of art pieces are in parentheses and italic.

The Downtown Marriott in Denver, Colorado (above), was the site of the 2009 CSE annual meeting. Three workers huddle around the newest addition to the hotel (left).
### ABC List

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>ahead-of-print (modifier)</td>
<td>Big Deal blog</td>
<td>content management (system, software, etc.)</td>
<td>drop-down day-long</td>
</tr>
<tr>
<td>app or apps</td>
<td>Board of Directors</td>
<td>copyedit</td>
<td>DDA</td>
</tr>
<tr>
<td>auto-generated</td>
<td></td>
<td>copyediting</td>
<td>demand-driven</td>
</tr>
<tr>
<td>Altmetric</td>
<td></td>
<td>copy editor</td>
<td>acquisition</td>
</tr>
<tr>
<td>Annual Meeting</td>
<td></td>
<td>co-publish</td>
<td>DOI</td>
</tr>
<tr>
<td>author-pays (adj)</td>
<td></td>
<td>CrossRef</td>
<td>DRM</td>
</tr>
<tr>
<td>APC</td>
<td></td>
<td>case-study</td>
<td>digital rights management</td>
</tr>
<tr>
<td>article processing charge</td>
<td></td>
<td>co-exist</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chef</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>CHORUS</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>crowd-source</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>concurrent</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBook</td>
<td>first-ever Fellowship Program</td>
<td>hard copy (n)</td>
<td>hard-copy (adj)</td>
</tr>
<tr>
<td>e-journals</td>
<td>first-time FundRef</td>
<td>homepage</td>
<td>HSS</td>
</tr>
<tr>
<td>email</td>
<td>Facebook</td>
<td>HighWire Press</td>
<td></td>
</tr>
<tr>
<td>Exhibitors Marketplace</td>
<td>figshare</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>early career</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>professional end-users</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ejournalPress</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBSCO</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td></td>
<td>kick-off</td>
<td>-like</td>
</tr>
<tr>
<td>ISNI</td>
<td></td>
<td></td>
<td>log in (v)</td>
</tr>
<tr>
<td>IF</td>
<td></td>
<td></td>
<td>login (n)</td>
</tr>
<tr>
<td>Impact Factor</td>
<td></td>
<td></td>
<td>LinkedIn</td>
</tr>
<tr>
<td>M</td>
<td>metadata</td>
<td>N</td>
<td>non-profit</td>
</tr>
<tr>
<td>---</td>
<td>----------</td>
<td>---</td>
<td>------------</td>
</tr>
<tr>
<td></td>
<td>M&amp;A</td>
<td></td>
<td>not-for-profit</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>NISO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q</td>
<td>Q&amp;A</td>
<td>R</td>
<td>repurpose</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>real-time</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>real-world</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U</td>
<td>UK</td>
<td>V</td>
<td>vs.</td>
</tr>
<tr>
<td></td>
<td>United States (n)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>up-to-date (adj, n)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>US (adj)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>