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 1: Extreme Makeover: Will Impact Factor Get a Facelift?"
    o "1C: Extreme Makeover: Will Impact Factor Get a Facelift?"

SPEAKER/AUTHOR:

Names and affiliations:

Moderator: John Brown (@jbrown); 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

A	B	C	D
ahead-of-print (modifier) app or apps auto-generated altmetrics (n) Altmetric Annual Meeting author-pays (adj) APC article processing charge	Big Deal blog Board of Directors	content management (system, software, etc.) copyedit copyediting copy editor co-publish CrossRef case-study co-exist Chef CHORUS crowd-source concurrent	drop-down day-long DDA demand-driven acquisition DOI DRM digital rights management
E eBook e-journals email Exhibitors Marketplace Exhibit Hall ECP early career professional end-users eJournalPress EBSCO	**F** first-ever Fellowship Program first-time FundRef Facebook figshare	**G**	**H** hard copy (n) hard-copy (adj) homepage HSS HighWire Press
I Internet ISNI IF Impact Factor	**J**	**K** kick-off	**L** -like log in (v) login (n) LinkedIn

M	N	O	P
metadata M&A	non-profit not-for-profit NISO	online online-only (adj) on-site ORCID Opening Reception OA open access	pre-meeting pre-register PLoS PeerJ ProQuest publisher public-access preprint
Q	R	S	T
Q&A	repurpose real-time real-world	self- site: use website smartphone sub-session STEM STM Scholarly Kitchen (SK) SSP startup (n) stakeholders (n) Supporting Members Sustaining Members	Twitter tweet
U	V	W	X
UK United States (n) up-to-date (adj, n) US (adj)	vs.	web browser web page website workflow the Web	
Y	Z		