



style / sheet

For use in:

DucTales
Air Conveyance
Press releases
Social media
Any written communication

acronyms

spell out on first reference followed by acronym in parentheses; acronym OK after that

capitalize

- Board of Directors
- Chairperson
- Society
- Association

contractions

OK (you're, it's, they're, I'm, etc.)

dashes

separate with spaces – like this

dates

Monday, Sept. 1, 2014

numbers

- write out numbers under 10
- use numerals for numbers 10 and higher
- spell out ordinal numbers (first, second, etc.) unless used in the title of an event (5th Annual Meeting)
- use numerals for all ratios (1 in 8 people...)
- spell out numbers that start a sentence, unless the number is a year

phone numbers

856.380.6905

quotes

said (not says)

states

follow AP style in articles; postal abbreviation OK for New Members/New ASCS lists

time

9 am / 9 pm; 9 – 10 am

URLs

website.com (no www)