

Comings & Goings - Style Guide

Please use the following guide when writing your piece for the publication *Comings & Goings*.

Purpose and Audience

The purpose of this style guide is to offer direction and specific requirements for submissions to this periodical.

The audience for this style guide is all faculty and staff within UF/IFAS interested in writing a success story, impact story, event notification, faculty updates and other such information relevant to UF/IFAS Extension.

Preamble

*Follow all basic English Grammar Rules with the following additions/exceptions. Here is a helpful resource for English Grammar Rules: http://www.grammarbook.com/english_rules.asp

Please use 12 point, Calibri font face when writing your articles.

Sentence Structure

- Sentences are preferred to be no longer than 20 words. Consider revising or breaking up the sentence when you reach this mark.
 - Exceptions:
 - When you are making a list (We were able to purchase many supplies for our class: for example, note pads, pens, pencils, seed packets, soil, small planters, garden tools, and aprons.)

Photos

- Include captions with all submitted photos to accompany your piece
- Include original photos as attachments instead of photos pasted into documents
- Be sure permission has been given with all photos containing youth

Official Branding Notations

- When referring to UF/IFAS always note it by using a forward slash (/)
 - Examples:
 - UF/IFAS
 - UF/IFAS Extension
- When referring to 4-H always note it by using a dash (-)
 - Examples:
 - Florida 4-H
 - 4-H Youth Development

Numbers

- When using numbers in a sentence, use the following rules
 - If <10 Spell out the word
 - If >10 Use numerical value
 - Exceptions:
 - When beginning a sentence with a number, rework/reword the sentence or spell out the appropriate word for the number

- When the number is referring to time, a specific measurement, date or a number following a noun; use the numerical value.
- Examples:
 - “5 days,” not “five days”
 - Rule 9, Page 16, Chapter 3
 - 9:30 a.m.
 - July 4, 2014
 - The room was 20 feet wide

Capitalization

- Do not capitalize “extension” unless it follows or is followed by an official name
 - Examples:
 - UF/IFAS Extension
 - Florida Cooperative Extension Service
 - Extension Professional Associations of Florida
 - Local extension agents worked with clientele
 - BMPs were taught monthly at the local extension office
- Do not capitalize seasons or a.m./p.m.
- Capitalize the county name, official titles, trade names, academic degrees, etc.
 - Examples:
 - Baker County
 - Dean Tom Sawyer
 - Tom Sawyer, Ph.D.
 - The Lieutenant Governor, the Governor, the Mayor
 - Exceptions:
 - Do not capitalize academic or religious titles when NOT accompanied by a name

Abbreviations/Acronyms

- Abbreviate well known programs, departments and other groups whenever possible
 - Examples:
 - BMP - Best Management Practices
 - FFL - Florida Friendly Landscaping
 - SWFREC - Southwest Florida Research and Education Center
 - IT - Information Technology
 - FNP - Family Nutrition Program
 - EFNEP – Expanded Food and Nutrition Education Program
 - FCS - Family and Consumer Sciences
 - NW District - Northwest District
 - YUM! - Youth Understanding MyPlate
 - FMNP - Florida Master Naturalist Program
 - STEM – Science, Technology, Engineering, and Math
 - GMO – Genetically Modified Organism
 - Exceptions:
 - When noting something that is **not highly** recognized for the **first time** in the article
 - Example:
 - Florida Pomegranate Association
 - The Panhandle Butterfly House