

TPT Editorial Style Guide

General Brand Guidelines

Use the one-word spelling “nonprofit” when referring to organization

Editorial (Style and Grammar)

Numbers

- Write out all numbers 1-9
- However, spell out numbers at the beginning of sentences.
- Decades—1970s, 1980s—do not use apostrophes
- Ordinal Numbers—spell out first through tenth, then use 11th, 12th, etc.
- Ages—During my 20s . . .
- Write out percentages
- Times—7 pm, 9 am

Capitalization

- Capitalize Internet—it is a real place
- Capitalize Earth when referred to as a planet.

Pronoun Usage

- Reflective pronouns are only used when the subject is mentioned in the sentence.
- Use “they” when the gender identity of a person is unknown or pronouns have not been provided.

Titles

- Long Works are italicized (Books, Movies, Television Series, Book of Poetry)--*make sure that adjoining punctuation is NOT italicized.*
- Titles of shorter works are enclosed in quotation marks (Chapter in book, episode of movie, single poem)
- Holy books are neither italicized or placed in quotation: Bible, Koran, Talmud, etc.

Abbreviations

Sr.

Jr.

- **Degrees**

PhD

MSW

BA

Spellings

- Americanize all British spellings
- “ a lot”—two words
- Judgment not judgement/acknowledgment but knowledgeable
- All right rather than alright
- Canceled but cancellation
- Passed/past/pastime

Citations

- Hyperlinks in text rather than a reference page
- Refer to MLA for citations

Formatting

Spacing

- For longer writing pieces: double spaced and no indent.
- One space after a period.

Interviews

- Personal interviews: Include the interviewee's last name, first name, the descriptor "Personal interview," and the interview date.
- Published interviews: Follow the MLA format for published materials.

Guidelines for formatting closed captions for videos:

- Timing: Captions should match the audio's timing and be displayed long enough to be read.
- Length: Captions should be kept short, with a maximum of two lines and 30 characters per line.

- Legibility: Captions should contrast with their background, and be easy to read. This can be achieved with color, outlined text, or a drop shadow.
- Placement: Captions should be placed in the center of the lower third of the screen, but can move if they obscure important visual elements.
- Text: Captions should use standard American English spelling and punctuation. They should be written in mixed case, except for screaming or shouting, which should be in all caps.
- Line breaks: Captions should break at logical points, such as where speech would pause. Lines should not be broken after conjunctions, or within a person's name or title.
- Content: Captions should be as close to the original content as possible, and should not be censored or simplified.
- Forced narrative: Forced narrative should be in upper case and enclosed in round brackets.
- Numbers: Numerals 1–10 should be written out in full, while all other numbers should be digits.

Photos and Captions

Point out any aspects of the image that you think are noteworthy or relevant. You may want to include:

- *Names of people who deserve creative credit for the image (photographer, designer, stylist...)*
- *Title or Description of Work*
- *Date of Work*
- *Medium (photograph, digital photograph, painting, sculpture, installation, drawing, poster, artists' book)*
- *Dimensions*

- Photography

type of print, name of series, location.

Bios

Use 3rd person

Try to keep bios brief and related to your current work

Include a photo or an image in lieu of your photo

Interviews

- Refer to those interviewed by last name. Names are all in Caps followed by a colon.

Punctuation

Comma

- Always use the serial/Oxford comma
- Comma goes inside quotation marks.
- Commas are used for joining independent clauses vs. comma splice
- Commas follow introductory phrases and clauses—subordinate clause at beginning of sentence

Dash/Hyphen

- Do not use double hyphen—use m-dash
- Hyphens are used for compound nouns and adjectives—if two adjectives come after a noun do not use a hyphen. If they come before the noun, use hyphen.
 - Exceptions—always use hyphen with self or quasi
 - If both words can be used separately and still make sense, do not use hyphen
 - If *very* proceeds the adjectives, do not use a hyphen
- Dash can be used instead of a comma when defining next part of sentence or calling out text

Semicolon

- Used to connect two closely related sentences
- Use semicolons to separate items in a series when there are commas within the items

Colon

- Use to introduce dialogue instead of comma
- Introduce a list if it is defining previous part of sentence

I read three books this summer: *Ulysses*, *Clockwork Orange*, and *Pride and Prejudice*.

Quotation Marks for Dialogue

- Comma and periods inside the quotation marks
- Question marks and exclamation marks outside of quotation marks unless part of quotation
- Single quotations are only used inside double quotation marks

Apostrophes

- Decades—1970s, 1980s—do not use apostrophes
- Common error—it's (it is) vs. its (possessive)
- Drop the 's when names—biblical or ancient-- end with s, for example Achilles'
- In compound, when joint ownership, Jill and John's dog, and separate if there are two different owners—Jill's and John's dogs play well together.

Plurals

- Data and Media take plural verbs