

Editors Canada National Style Sheet

Updated July 6, 2022

The first six style points involve the legal name and branding. As such, they are mandatory and apply to all Editors Canada-written communication (national, branch and twig).

1. The legal name of the association is bilingual.

English documents	French documents
Editors' Association of Canada/Association canadienne des réviseurs	Association canadienne des réviseurs/Editors' Association of Canada

The legal name should appear at least once in most national documents and communications. This should be in a place of prominence, such as the copyright line.

2. The full name should be used on the first reference, followed by the short name in parenthesis.

English documents	French documents
"Editors' Association of Canada (Editors Canada)"	"l'Association canadienne des réviseurs (Réviseurs Canada)"

3. Use the short name in subsequent references.

English documents	French documents
"Editors Canada" or "the association"	"Réviseurs Canada" or "l'association"
English documents (where a bilingual reference is needed)	French documents (where a bilingual reference is needed)
"Editors/Réviseurs Canada" or "the association"	"Réviseurs/Editors Canada" or "l'Association"

4. Use only official short-form association names.

As Editors Canada, Réviseurs Canada, Editors/Réviseurs Canada and Réviseurs/Editors Canada are already abbreviations, no other short forms of the association name (for example, EC, RC, EAC or ACR) may be used.

5. Use only official branch and twig names.

English	French
Editors Atlantic	Réviseurs Atlantique
Editors Barrie	Réviseurs Barrie
Editors British Columbia	Réviseurs Colombie-Britannique
Editors Calgary	Réviseurs Calgary
Editors Edmonton	Réviseurs Edmonton
Editors Hamilton-Halton	Réviseurs Hamilton-Halton
Editors Kingston	Réviseurs Kingston
Editors Kitchener-Waterloo-Guelph	Réviseurs Kitchener-Waterloo-Guelph
Editors Manitoba	Réviseurs Manitoba
Editors Ottawa-Gatineau	Réviseurs Ottawa-Gatineau
Editors Québec	Réviseurs Québec
Editors Toronto	Réviseurs Toronto

Use the official branch and twig names in national documents and communications. Use informal constructions like “the Québec branch” or “the Calgary twig” only sparingly.

6. Follow the Editors Canada brand and logo guidelines.

To download the brand platform, graphic standards manual and Lato font, visit the volunteer resources page in the members’ area of the association website at www.editors.ca/members/volunteer/volunteer-resources. Do not alter, crop or stretch the logos.

Members who wish to use the Editors Canada logo in their work on behalf of the association should email the senior communications manager in the national office at communications@editors.ca to request files and usage guidelines.

General

For spelling, refer to the *Canadian Oxford Dictionary, 2nd edition*, but note the word list below. For style, refer to *Editing Canadian English, 3rd edition*.

Voice and tone

A strong voice provides consistency across communication platforms, and most importantly helps you grab your readers’ attention and establish a relationship with them. Just as you speak to different people in different ways yet remain yourself, brands need to have different verbal registers. Tone of voice is rarely the same in every situation.

The tone of voice of the association’s communications can vary with the situation, while the voice remains true and reflects Editors Canada’s core values.

In general, aim for a tone that’s professional, yet relaxed and direct. Allow contractions and split infinitives in moderation, especially where the alternative would sound stiff or formal.

Sentences can start with “And” or “But” (again, in moderation). When reporting members need to refer to themselves in their report, the reference should be in the first person, not the third (for example, “I did such-and-such,” not “the chair did such-and-such.”).

Avoid using “he or she” whenever possible. The singular “they” is preferred.

Abbreviations, acronyms and initialisms

- Avoid abbreviations, if possible.
- If needed because of frequent reference, spell out in full on the first mention and use the acronym or initialism afterwards.
- Do not use periods in acronyms.

Ampersands

Replace “&” with “and,” unless the ampersand is properly part of a business name (for example, Johnson & Johnson).

Board

The proper name for the association's governing body is the national executive council (NEC).

Capital letters

Use lower case (except in headings and titles) for:

- national executive council
- committee and task force names (for example, certification steering committee)
- position titles (president, committee chair, executive director, etc.)
- annual general meeting (but AGM also acceptable)

In titles of newsletter articles, capitalize only the first word and proper nouns. In titles of books, capitalize all major words. In headings, capitalize all major words in main headings. Capitalize only the first word and proper nouns in subheadings. (Exceptions: in newsletters and in informal documents [such as this one], the subheading style may be preferred.) In both titles and headings, use lower case for prepositions of five letters or fewer; but capitalize prepositions used as verb tails.

Don't use capitals for emphasis.

Dates

- January 1, 2019
- no ordinals (January 1, not January 1st)
- January 2019 (no comma)
- date range: 2019–20

Italics

- Use for the titles of books, magazines, newsletters, laws, etc.
- Don't use for emphasis

Lists

- Use capital letters at the beginning of bulleted lists only when the statement is a complete sentence.
- Use punctuation at the end of bulleted lists only when the statement is a complete sentence.

Numbers

- Spell out single-digit numbers (except for things like phase 1, chapter 5, grade 3, etc.).
- Use numerals for 10 and more.
- Use numerals when numbers include decimals (for example, 3.5).
- Use commas in numbers more than 999 (for example, 1,234) with the exception of years, addresses, phone numbers, etc.
- For Canadian audiences, Canadian dollars are assumed unless other currencies are mentioned. In that case, use the style of C\$550, US\$500, etc.

Periodicals

Use the initial capital if "The" is part of the official name of a newspaper or other publication (for example, *The Toronto Star*).

Punctuation

- apostrophe: none in plurals such as 1950s and DVDs
- commas: no serial commas, except where needed for clarity
- ellipsis points: use “true ellipsis” (no spaces on either end)
- exclamation marks: use sparingly
- hyphens: use sparingly but when necessary to make the text clear and easy to read (but note Editors Ottawa–Gatineau uses an en dash in its name)
- periods: none in academic degrees, professional designations or acronyms (for example, BA, MA, PhD, PEng, CPA, RCMP); use in initials in personal names, as in F. Scott Fitzgerald and L.M. Montgomery (no spaces between two initials)
- quotation marks: periods and commas go inside, while other punctuation goes outside unless it is part of the quotation; avoid using for emphasis or sarcasm
- spacing: single space after period, colon, exclamation point, question mark

University degrees

- general references should be lowercased (for example, master’s thesis, bachelor’s degree)
- short forms should appear as BComm, MBA, MSc, PhD, etc.

Specific spellings and terms

1990s	<i>The Editors’ Weekly</i> [blog] email
<i>Active Voice</i> [national magazine]	email forum or email list (not listserv)
anglophone (lowercase)	encyclopedia
annual general meeting (AGM)	ESL
Certified Copy Editor	exam (not test) [certification]
Certified Professional Editor (CPE)	executive director
Certified Proofreader	focuses, focused, focusing
Certified Structural Editor	francophone (lower case)
Certified Structural and Stylistic Editor	freelance
Certified Stylistic Editor	fundraising
co-author	
co-editor	handwriting
committee (lower case, for example, publications committee)	home-based
co-op	hotline
cooperate	internet
coordinate	in-house
copy edit, copy editor	
co-worker	Mac (not MAC) [computer]
cross-reference	multicultural
	multilingual
database	multimedia
decision-making (adj.)	
director	national executive council (NEC)
	non-fiction
ebook	non-profit
<i>Editing Canadian English, 3rd edition</i> (ECE)	

on-site	<i>Réviser(e) agréé(e)</i>
ongoing	<i>Réviser(e) agréé(e) avec attestation en révision</i>
online	<i>comparative</i>
Online Directory of Editors (ODE)	
onscreen	secretary
	shortlisted
past president	student affiliate (not student member)
president	
<i>Principes directeurs en révision professionnelle</i>	task force
<i>Programme d'agrément en révision</i>	test preparation guides [certification]
<i>linguistique - Réviseurs Canada ("PARL" or</i>	textbook
<i>"agrément")</i>	turnaround (adj./n)
<i>Professional Editorial Standards (PES)</i>	
program	U of T
proofread	
	web page
	website
	worldwide