EDITORIAL STYLE GUIDE
THIRD EDITION, SUMMER 2017

A manual to ensure consistent identity and clear messages
# TABLE OF CONTENTS

**Section 1:**
Introduction

**Section 2:**
Style guidelines

- Abbreviations and acronyms 5–6
  - Provinces and territories 6
- Accessible documents, AODA, alternative formats 6
- Addresses 6–7
  - Address format and contact information 6–7
- Awards and honours 7
- Bold text 7
- Capitalization 8–9
  - Publications 8
  - Titles 9
- Companies and personal names 9
  - Company names 9
  - Personal names 9
- Dates 10
- Departments, offices and services 10–12
  - Departments 10
  - Faculties 11
  - Offices 11
  - List of departments, offices and services 11–12
- Graduation year 12
- Inclusive language 13–15
  - Abilities 13
  - Indigenous people 13–14
  - Race and ethnicity 14
  - Sex and gender 14
  - Gender identity 15
- Italics 15
- Letter salutations 15
- Line spacing 15
- Lists 16
- Measurements 17
- Money 17
- Numbers 17–18
  - Ordinals 18
- Quantities 18
- Photography 19
  - Cutlines 19
  - Credits 19
- Proper names 19–20
  - Local references 20
  - Partners 20
- Ratios and percentages 21
- Telephone numbers 21
- Time 21
- Underlining 21
- Websites and hyperlinks 22

**Section 3:**
Punctuation and spelling

- Accents 23
- Apostrophes 23–24
- Brackets 24
- Commas 24–25
Em dash 25
En dash 25
Hyphenation 26
Plurals 26
Quotation marks 27
Semicolons 27
Symbols 27

Section 4:
University and academic terminology
Athletic terms and abbreviations 28
Buildings and facilities 29–31
Durham College buildings with university services or programs 30
Parking Lots 30–31

Degrees and affiliations 31–32
Common credentials 32

Doctor versus PhD 33
Grant agencies 33

Section 5:
Helpful hints
Appendix A: 34–35
Commonly misspelled words

Appendix B: 35–36
Commonly misused words

Appendix C: Plain language options 37
SECTION 1: INTRODUCTION

The University of Ontario Institute of Technology’s (UOIT) Editorial Style Guide promotes a consistent brand identity and clear messages in university communications and documents.

This Editorial Style Guide captures the university’s preferred terminology, punctuation and abbreviations. From capitalization to hyphenation to the proper names of our facilities, this guide will help answer your questions.

The university follows Canadian Press style (CP Stylebook; CP Caps and Spelling) and the Canadian Oxford Dictionary, except where specified.

This guide should be used when writing academic calendars, campuswide emails, flyers, media advisories and releases, viewbooks, web copy, Weekly Report and other university documents for public distribution.

This document is maintained by the Communications and Marketing department. It replaces all previous style documents. The Editorial Style Guide is reviewed and updated annually.

Note: This guide does not follow style typically reserved for research papers. For academic bibliographies and citations, researchers should use such styles as:

- American Psychological Association
- The Manual of Chicago Style
- Institute of Electrical and Electronics Engineers
- Modern Language Association

Questions and comments

We welcome your feedback, comments and suggestions regarding the Editorial Style Guide at communications@uoit.ca.
SECTION 2: STYLE GUIDELINES

This section contains a comprehensive list of topics pertaining to the university’s preferred style. The university follows Canadian Press style (CP Stylebook; CP Caps and Spelling) and the Canadian Oxford Dictionary, except where specified.

ABBREVIATIONS AND ACRONYMS

An abbreviation is a shortened or contracted form of a word or phrase, used to represent the full word (e.g. Doctor and Dr.).

An acronym is a word formed from the initial letters or groups of letters of words in a set phrase or series of words (e.g. University of Ontario Institute of Technology (UOIT)).

Example 1: Periods are not used in acronyms but should follow an abbreviation.

For example: The University of Ontario Institute of Technology (UOIT) is located in Oshawa, Ontario.

Example 2: Limit the use of UOIT as an abbreviation. Spell out the full name of the university, and then refer to it as our university or the university.

When using an acronym, the first reference must be spelled out and immediately followed by the acronym in brackets. The acronym should be used in all subsequent references as long as it makes sense to do so.

For example: The UOIT Baagwating Indigenous Student Centre (UBISC) is located at the university’s downtown Oshawa location.
Provinces and territories

In general, spell out the names of provinces, territories, countries and states in copy.

For Canadian provinces and territories, Canadian Press uses the following abbreviations in text (or for second references):

- Yukon and Nunavut should be written out.

Canada Post’s standardized two-letter abbreviations may be used for mailing addresses, lists and tables:

- AB, BC, MB, NB, NL, NS, NT, NU, ON, PE, QC, SK, YT

ACCESSIBLE DOCUMENTS, AODA, ALTERNATIVE FORMATS

As a public organization, the university has a responsibility to ensure all communications are accessible to individuals with disabilities.

In January 2008, the Accessibility Standards for Customer Service became law, requiring organizations to comply with the Accessibility for Ontarians with Disabilities Act (AODA). The objective of AODA is to make Ontario barrier-free by 2025.

In keeping with provincial legislation, the university must be prepared to provide alternative formats of traditional communication tools. This includes written documents, reports, brochures, forms, and also extends to multimedia tools, such as videos and uoit.ca.

For comprehensive information about the university’s Guide to Accessible Communications (covering topics such as creating accessible documents, fonts, text size, headings, margins, tables, alternative text, etc.) please consult the accessibility.uoit.ca website.

ADDRESSES

This section includes detail on the preferred style for mailing addresses, phone number presentation and local/national geographic locations.

Address format and contact information

The following is an example of correct address protocol:

2000 Simcoe Street North
Oshawa, Ontario L1H 7K4
Canada
When providing directions to a specific room within a campus building, use the following format:

University of Ontario Institute of Technology
2000 Simcoe Street North
Science Building, Room 1120
Oshawa, Ontario L1H 7K4

**Note:** The building and room number format also works when communicating internal event locations.

**For example:** Town Hall meeting, 61 Charles Street Building, Room 369.

The university does not put brackets around phone area codes and uses periods rather than dashes between number groupings. If you are including your cell or fax number, this is to be referenced in brackets following the number.

905.721.8668 ext. 1111
289.555.5555 (cell)
905.721.4531 (fax)
firstname.lastname@uoit.ca

**AWARDS AND HONOURS**

Capitalize the names of awards and honours. Some common examples:

- Canada Millennium Scholarship Foundation Excellence Award
- Chancellor’s Scholarship
- Founder’s Scholarship
- President’s Award of Excellence in Student Leadership
- President’s Scholarship
- Student Leadership Award

**Note:** When referring to more than one award or scholarship, or when referenced as a common noun, the word *award* or *scholarship* becomes lowercase.

**For example:** Students should strive to receive one of the Chancellor’s, Founder’s or President’s scholarships.

**BOLD TEXT**

If emphasis is required use bold text *sparingly*. Do not use italics or quotations (double or singular). Italics are not part of CP Style, while quotation marks are reserved for direct speech.
CAPITALIZATION

Only capitalize the first word of headlines and website titles.

Capitalize specific academic faculties, job titles, offices, programs, services and specializations.

For example: The Faculty of Education incorporates the use of technology into its teachings.

Note: An area of study is not capitalized (e.g. Rohan Amin is a communications student). When referring specifically to a program, it is capitalized (e.g. Rohan Amin is in the Communications and Digital Media Studies program at the University of Ontario Institute of Technology).

When referring to multiple faculties, do not capitalize the word faculties.

For example: Dr. Hossam Gaber, Professor, is cross-appointed to the faculties of Energy Systems and Nuclear Science, and Engineering and Applied Science.

The words faculty, department and office should not be capitalized when used in a general sense.

For example: The latest information can be found in the Registrar’s office.

Note: The word class—as in class of 2016—is also not capitalized.

Capitalize the names of publications, lectures, presentations, etc.

The word university is not capitalized unless used in the official full name of the University of Ontario Institute of Technology.

For example: The university’s policies are outlined in the Governance section of the website.

Generally the first word following a colon is not capitalized when part of a sentence.

For example: The University of Ontario Institute of Technology has a number of sporting teams: golf, badminton, men’s and women’s hockey, men’s and women’s soccer, rowing, etc.

Capitalize the names of specific university events such as Orientation and Convocation, and specific institutional documents such as the Campus Master Plan.

Publications

Capitalize the names of publications, lectures, presentations, etc.

For example: Two Faculty of Business and Information Technology students captured Best Paper Award at a conference in Italy for their paper titled Building Interactive Multi-User In-class Learning Modules for Computer Networking.
Titles

Capitalize titles when used with an individual’s name.

For example: Chris Woods, Manager, Web and Digital Media, is responsible for the overall look and functionality of the university’s websites.

Lowercase titles when used generically.

For example: The university’s budget and planning officers meet once a month.

COMPANIES AND PERSONAL NAMES

Company names

Company names should be spelled out in full for the first reference—including the words company or corporation. The name can be shortened in later references. Whenever possible, suffixes such as Inc., PLC, or Ltd. should be removed.

For example: The University of Ontario Institute of Technology (UOIT) announced it has been chosen by Cameco Corporation, the world’s largest uranium producer, to create a $1.5 million Cameco Research Chair in Nuclear Fuel. New technologies resulting from this research will be shared between UOIT and Cameco.

Personal names

Write out a person’s full name in the first reference. Later refer to the person by their last name. Avoid the use of courtesy titles (Mr., Mrs. and Ms., etc.) with the exception of Dr.

For example: Melissa Levy of the university’s Communications and Marketing department oversees Communications and Creative Services.

Use both first and last names together in all references to distinguish between people with the same last name.

For example: Jason Smith and Stephanie Smith both work at the University of Ontario Institute of Technology. Jason Smith works for the Facilities department.
DATES

Spell out the full name of the day of the week, the month followed by the number of the day.

For example: Classes begin on Thursday, September 18.

When referring to academic years, an en dash should separate the numbers (e.g. 2010–2011, 2011–2012, etc.)

When referring to multiple-year periods, it should be written as 2008 to 2012. Include the year if the date is more than 12 months from the time the copy will be published or released, or in the next calendar year.

Days of the week are included when writing copy about an upcoming event.

For example: Students returned to school on Tuesday, September 9.
Exception: Orientation Week will take place the week of September 2 to 6.

When writing the month and year together, do not insert a comma.

For example: The new program will be launched in September 2012.

Fiscal years can be referred to with the acronym FY, where applicable.

For example: FY 2013–2014

DEPARTMENTS, FACULTIES, OFFICES AND SERVICES

Departments

The word department is not capitalized when being used in a general sense.

For example: The chief role of the department is to ensure that a strong, positive image of the university is communicated proactively to all internal and external audiences.

The word department should be capitalized only when it is part of a formal name.

For example: The Department of National Defence is an agency within federal government.
Faculties

- Faculty of Business and Information Technology (FBIT)
- Faculty of Education (FED)
- Faculty of Energy Systems and Nuclear Science (FESNS)
- Faculty of Engineering and Applied Science (FEAS)
- Faculty of Health Sciences (FHSc)
- Faculty of Social Science and Humanities (FSSH)
- Faculty of Science (FSc)

Offices

The word office should be lowercase when following a service or department.

For example: The President’s office is located in Room 2034.

The word office is capitalized when it is part of a formal name.

For example: The Office of the Provost is located in the Energy Systems and Nuclear Science Research Centre, Room 3037.

List of departments, offices and services

*shared service with Durham College

- ACE
- Academic Council
- Advancement office
- Alumni office
- Aramark (food services)*
- Athletics department*
- Campus Bookstore*
- Campus Childcare Centre
- Campus Conference Services
- Campus Fieldhouse
- Campus Health Centre*
- Campus ID Services*
- Campus Ice Centre
- Campus Library
- Campus Recreation and Wellness Centre
- Career Centre
- Central Scheduling
- Centre for Institutional Quality Enhancement
- Communications and Marketing department
- Contracted Services
- Diversity office*
- English Language Centre
- External Relations
• Facilities and Ancillary Services
• Finance department
• Government Relations department
• Human Resources department
• Indigenous Education and Cultural Services
• Information Technology Services
• International Education
• Library Services
• Management Development Centre
• Mental Health Services
• Off-campus Living office
• Office of the Associate Provost
• Office of the Board of Governors
• Office of Campus Safety and Security
• Office of Campus Infrastructure and Sustainability
• Office of Institutional Research and Analysis
• Office of the President
• Office of the Provost
• Office of the Registrar (for official use) or Registrar’s office
• Office of Research Services
• Office of Student Life
• Office of University Secretariat and General Counsel
• Office of the Vice-President, External Relations and Advancement
• Office of the Vice-President, Research, Innovation and International
• Parking Services*
• Regent Theatre
• School of Graduate and Postdoctoral Studies
• Student Accessibility Services (not Centre for Students with Disabilities)
• Student Awards and Financial Aid
• Student Engagement and Equity
• Student Learning Centre
• Student Mental Health Services
• Teaching and Learning Centre
• Technology Enriched Learning Environment
• Tuck Shop
• UOIT-Bagwaating Indigenous Student Centre
• UOIT International or International office
• UOIT Student Union

GRADUATION YEAR

When indicating the graduation year of an alumnus, indicate the name, degree/program and (past or projected) graduation class (note: the word class is lowercase).

For example: Katherine Koehler-Grassau (Applied and Industrial Mathematics, class of 2018) or Ben Bevan (Commerce, class of 2015).
INCLUSIVE LANGUAGE

Fairness and sensitivity are vital components of all communications. Language must be respectful, free of stigma and avoid terminology that stereotypes, patronizes or inadvertently slights any person or group. Distinction with regard to physical attributes and abilities should be avoided unless it is contextually necessary.

Some of the material in this section is adapted from: The Canadian Press Stylebook: A guide for writers and editors.

Abilities

In all instances, one’s abilities form only one part of their humanity. An ability/disability should only be mentioned if it is pertinent. If it is important to include, care must be taken to ensure use of neutral terminology.

Always put the person first, and where possible, use the word with or has:

- A person with epilepsy, not an epileptic.
- A person who is deaf.

Avoid descriptions that generalize or group people (such as: the blind).

Find an alternative word to the term impaired, which carries a connotation of self-infliction (as in an impaired driver):

- A person with hearing loss, not a person who is hearing-impaired.

Steer clear of negative or value-laden references that imply stigma, such as afflicted with, suffers from, confined to:

- A person who uses a wheelchair, not a person confined to a wheelchair nor someone who is wheelchair-bound.
- A person who suffered a stroke, not a stroke victim.
- Mental illness, not mentally disturbed.
- Someone with a mental illness, not someone who suffers from a mental illness.
- Epileptic seizure, not an epileptic fit.

Indigenous people

Canadian Press uses uppercase for Aboriginal Peoples and Indigenous Peoples, which includes all First Nations, Métis and Inuit people in Canada. First Nations is also uppercase.

Indigenous is preferred as being more reflective of the recognition of a wider global community.

Where appropriate, use the name of the community, such as Mississaugas of Scugog Island First Nation. Always use Indigenous spellings, such at the Baagwating Community Association.
Avoid use of reserve, tribe and native. Preference is given to community, home, people, nation, band, elder.

Wherever possible, always be guided by the preference of those concerned.

When in doubt, contact the UOIT-Baagwating Indigenous Student Centre at 905.721.8668 ext. 6795 or email irc@uoit.ca.

**Race and ethnicity**

The university celebrates its rich cultural diversity and promotes essential values to help sustain that diversity through engaged concern for the common good and respect for others.

The university chooses not to cite a person’s race, colour, national origin or immigration status.

Avoid stereotypes, generalizations or assumptions about ethnic or cultural groups. If important to the story be inclusive, to acknowledge the university’s diversity. Groups and individuals within these groups should be identified by the names they choose for themselves.

Some people prefer reference to ethnicity rather than colour for groups, where such references are deemed essential to the story (such as African-Canadian).

**Sex and gender**

Use inclusive terms rather than those that make sex distinctions.

- ancestors, not forefathers
- humankind, not mankind
- working hours, not man hours
- chair, not chairman

Avoid using a generic masculine pronoun.

**For example**: A staff member needing a new computer should contact IT Services; not If a staff member needs a new computer, he should contact IT Services.

Avoid indicating marital or family status unless contextually necessary. If a title is required for a woman, use the neutral Ms. unless the person has indicated a preference for Miss or Mrs.

The university recommends not using salutations (e.g. Mr., Mrs. Ms., etc.) on forms, unless required.

Sexual orientation should not be mentioned unless relevant. Avoid the term sexual preference. Preference implies a choice; many people do not regard their sexuality as optional.
Gender identity

Some individuals identify themselves as transgender, while some individuals may not identify with gender binary, meaning they do not identify themselves as being male or female.

The university uses she or he for subject-specific references and plural pronouns such as they, their and them for non-subject-specific references.

For example: (subject-specific): Barb Perry, PhD, is a professor in the Faculty of Social Science and Humanities. She is a leading expert in hate crime.

For example: (non-subject-specific): The student studied in the library for an upcoming test. Their computer was not working so they contacted the IT Help Desk.

ITALICS

Do not use italics in written copy with the exception of a photo cutline. On occasion, italics may be used in marketing collateral but should not appear in text otherwise.

LETTER SALUTATIONS

Use a colon after a formal salutation.

For example: Dear Dr. Michael Owen:
              To Professor Janette Hughes:

Use a comma after an informal salutation.

For example: Dear Michael,
              Hi Janette,

LINE SPACING

Only one space is used between sentences (not two).
LISTS

Use no periods in bulleted lists with fewer than three words per line.

For example: The Ridgebacks offers the following varsity sports at the university:

- curling
- dance
- golf
- hockey
- rowing
- soccer
- tennis
- women’s lacrosse

Bulleted lists that are longer, or can stand alone as a sentence, should have periods at the end of each bullet.

For example: Dr. Wendy Stanyon is an expert in:

- Enhancing mental health literacy.
- Facilitating mental health/illness awareness.
- Training and education on mental health issues in the community.

Note: Bulleted lists should appear in alphabetical order unless logic suggests the list be prioritized or sequenced.

Numbered lists should only be used for sequenced/or numbered steps.

For example: To apply for the Ontario Student Assistance Program:

1. Register online to create a password.
2. Login and submit your information.
3. Check the website to see when your money will be available.

When a bulleted list includes some information that is three words or fewer, along with information that features more than three words, you should capitalize the first letter and omit periods at the end.

For example:

Services include:

- Advising/referrals to other services on/off campus
- Indigenous Awareness Week
- Pathways assistance
- Personalized tours of both campus locations
- Recruitment and admissions assistance
- Running educational and cultural events on campus
- Volunteer program
MEASUREMENTS

In general, use metric measurement when indicating area (square metres), volume (litres), mass/weight (kilograms) or temperature (Celsius).

For example: A 20,000-litre wet lab is used to study aquatic toxicology at the University of Ontario Institute of Technology.

Although metric is preferred, where general Canadian convention uses imperial measurements (such as a person’s height), imperial units may occasionally be used.

Note: Use figures and spell out terms such as inches, feet, yard, etc. instead of using abbreviations.

For example: square feet (foot), inch(es), pound(s).

MONEY

If a dollar figure is rounded to the nearest dollar, it should be written without cents.

For example: She borrowed $20 from me.

If there is change, include cents. Where it makes sense, round to the nearest dollar.

For example: The cashier gave me back $20.35.

If the monetary value is not in Canadian dollars, indicate the denomination in front of the amount.

For example: The research grant is valued at US$2 million.

For example: The research grant is valued at 2 million euros.

NUMBERS

Spell out zero through nine. Use numerals for numbers greater than nine.

For example: The University of Ontario Institute of Technology will welcome seven new faculty members this September. The university’s professors collectively speak more than 20 languages.

If indicating a range of numbers, use the numeric value.

For example: There will be 1 to 11 people attending the event.
Spell out any number that begins a sentence.

For example: Eighty invention disclosures have been submitted by the university since 2003.

Use commas with all numbers above 999. (e.g. 1,000).

Use numerals when referencing grades, days, room numbers, years, and capitalize the word, unless it is pluralized.

For example: Day 1, Grade 7, Room 1350

Students in grades 9 to 12 are invited to participate.

Exception: Score results. The Ridgebacks won the game 3–1. The new policy was passed by a 19–6 margin.

**Ordinals**

Reference to first, second, third, up to ninth should be spelled out. Numbers 10 and above should be written as 10th, 11th, 12th, etc. (except in the case of dates, which don’t take ordinals). When used, ordinals are always lowercase.

**QUANTITIES**

Round off seven-digit or greater numbers wherever possible. When one million is reached, numbers should read one million, two million, etc., not 1,000,000. However, if the number requires a decimal point, the numeral should be used in place of the word.

For example: The GTA is home to 6.2 million people (not 6,200,500, 6.21 million, six-point-two million).

Exception: When writing about money, use the numeral.

For example: The university received $1 million from BMO Financial Group in 2004 to go toward the North Oshawa Library.

Unless precision is essential, keep decimals to two places (12.25 metres, not 12.254 metres)
PHOTOGRAPHY

Cutlines

When listing subjects for the cutline of a photograph, list names from the left (saying ‘left to right’ is redundant).

For example: From left: Justin Caruana, Head Coach, UOIT Ridgebacks women’s hockey team and Natalie Spooner, member of the gold medal-winning Canadian team at the Sochi Winter Olympics.

Note: The cutline default for the university’s website displays cutlines in italics.

Credits

Photographs taken by university staff that are used elsewhere should be credited to the University of Ontario Institute of Technology.

For example: Courtesy of the University of Ontario Institute of Technology.

PROPER NAMES

For corporate and promotional names, capitalize only the first letters of words.

For example: Visa, not VISA

For names with other internal capitalization, follow its established capitalization unless it hampers readability.

For example: MyCampus, IBM, UB Café, VIA Rail, ACE

Uppercase the first letter of corporate names: Adidas (not adidas), Amazon (not amazon).

Exceptions: iPhone, iPad

Note: Follow the organization’s branding. When in doubt, refer to its website.
Local references

The Regional Municipality of Durham (Durham Region) comprises eight communities, which includes two cities, two towns, three townships and one municipality:

- Town of Ajax
- Township of Brock
- Municipality of Clarington
- City of Oshawa
- City of Pickering
- Township of Scugog
- Township of Uxbridge
- Town of Whitby

Durham Region also includes the traditional territory of the Mississaugas of Scugog Island First Nation (located just north of the community of Port Perry).

Partners

The university has many partners. Always use the partner organization’s full name.

A few examples:

- Durham Regional Police Service (DRPS)
- Lakeridge Health
  - Individual hospital locations should be described as Lakeridge Health [name of location] e.g. Lakeridge Health Oshawa
  - Locations include Oshawa, Bowmanville and Port Perry, with a specialty hospital in Whitby
- Lakeridge Health Education and Research Network (LHEARN)
- Ontario Power Generation (OPG)
- Ontario Shores Centre for Mental Health Sciences (Ontario Shores)
- SickKids (also known as The Hospital for Sick Children [include uppercase The])
- Abilities Centre

If making use of logos/artwork from other institutions, seek permission and be certain you are using their most recent corporate identity.
RATIOS AND PERCENTAGES

Ratios are generally spelled out.

For example: The motion was passed by a three-to-one margin.

In text, per cent is spelled out, two words not one.

For example: 90 per cent voted in favour of the agreement

Exception: numerical tables and pie charts can use the per cent symbol (%) to save space.

TELEPHONE NUMBERS

Please refer to Address format and contact information on page 6–7.

TIME

Follow this format when writing the time for events:

7 to 9 a.m.
7:30 a.m. to 9 p.m.
9 a.m. to noon
10 p.m. to midnight
12 a.m. should always be written as midnight.
12 p.m. should always be written as noon.

Note: a.m. and p.m. are always separated by periods. Events starting on the hour do not use minutes (:00).

For example: 9 a.m., not 9:00 a.m.

Use the term working hours rather than business hours when describing hours of operation.

UNDERLINING

Do not underline narrative text. If emphasis is required, use bold text sparingly.
WEBSITES AND HYPERLINKS

When referencing the university's websites, the www. prefix is not used in marketing material.

For example: uoit.ca (not www.uoit.ca)

Don’t use the word link in your links

Screen readers tell the user when they encounter a link, so you don’t need to use the words link or links to or goes to in your link text.

For example: Visit our university policies page to learn more.

How to embed a hyperlink:

Windows:
1. Select the text and right click the mouse.
2. Select the hyperlink function.
3. Add link to the address field.
4. Select OK.

Mac:
1. Navigate to the page you want to link to and copy the URL in the address bar.
2. Right-click selected text and choose Hyperlink from the pop-up menu (or Command-K).
3. Paste the URL in the Link To field of the Insert Hyperlink dialog.
4. Select Screen Tip to display a dialog when someone hovers a mouse pointer over the hyperlink (optional).
5. Select OK in the Insert Hyperlink dialog.
SECTION 3: PUNCTUATION AND SPELLING

This section contains general guidelines for a wide range of grammar- and spelling-related questions.

For the correct spelling of words, consult the Canadian Oxford Dictionary, or Canadian Press Caps and Spelling.

ACCENTS

Follow the Canadian Oxford Dictionary. Some common words requiring accents are entrée, resumé, café and cliché.

APOSTROPHES

Use an apostrophe before an s to indicate the possessive or ownership.

For example: The University of Ontario Institute of Technology's first-ever graduating class.

When a singular noun ends with an s, use a single apostrophe after the s.

For example: The Faculty of Social Science and Humanities’ professors are qualified experts in their fields.

Dr. Christopher Collins’ innovative research demonstrates his expertise.

Plurals of decades have no apostrophe.

For example: The use of technology exploded in the 1990s.

Do not use an apostrophe with the possessive pronoun its.

For example: The Student Association had its first meeting of the year.
Use an apostrophe for the contraction meaning it is.

For example: It’s cold today.

Note: The university’s international offices recommend avoiding contractions in publications destined for countries where English is not the first language. Contractions can be difficult to interpret for those whose first language is not English.

Use an apostrophe for clarity when required.

For example: dotting the i’s and crossing the t’s

Do not use an apostrophe to pluralize an acronym.

For example:

Here is a list of FAQs.

No UAVs are allowed on campus.

**BRACKETS**

Use brackets *sparingly* to indicate a separate, but related thought within a sentence, or to introduce an acronym that will be repeated within the copy.

**COMMAS**

Commas generally reflect pauses in speech and are used to separate words or expressions that interrupt the normal progression of a sentence.

The university does not use the Oxford comma; in a series, place commas after each item but not before the final and, or and/or nor.

For example: Students waited in line to buy their textbooks, notebooks, pencils and pens.

When a sentence includes the word and in a number of instances, use a comma to separate for clarity.

For example: The faculties of Engineering and Applied Science, and Social Science and Humanities tied for first place during Orientation Week’s Wild Goose Chase.

For direct quotes, place commas and periods inside the quotation marks.
For example: “Everyone at the University of Ontario Institute of Technology is tremendously proud of the members of the university's Formula SAE team,” said Dr. Tarlochan Sidhu, Dean, Faculty of Engineering and Applied Science.

For example: Dr. Tarlochan Sidhu, Dean, Faculty of Engineering and Applied Science, is proud of the Formula SAE Motorsports team.

When writing a specific date that includes a day of the week, place a comma between the day and the month.

For example: Lectures begin on Thursday, September 6.

**EM DASH**

Em dashes are used to set parenthetical expressions apart from the sentence (similar to commas and parentheses). Using an em dash provides more emphasis than a comma, but less than parentheses.

For example: Em dashes allow for an additional thought to be added by creating a break in a sentence—as I’ve done here.

Note: Em dashes should be written with no spaces separating the em dash from the words on either side.

**EN DASH**

En dashes are used to connect continuing, or inclusive numbers—dates, time or reference numbers.

For example: The contractor said he would have a quote ready for them in 2–3 weeks. The journal released their May–September issue.

En dashes stand in for versus.

For example: The Ridgebacks–Mustang game.

En dashes signal pairing where both parts are equal.

For example: The Canadian–American border is well patrolled.

Note: Using en dash, rather than hyphen, can alter meaning drastically.

For example: Spanish-American war (meaning a war in parts of the Americas colonized by the Spanish). Spanish–American (meaning the 1898 war between Spain and the U.S.).
HYPHENATION

Two or more words are hyphenated when they are used as an adjective and clarity is needed for the reader.

For example: The University of Ontario Institute of Technology offers a technology-enriched learning environment.

If writing about the University of Ontario Institute of Technology, it is a university for the 21st century (noun), but a 21st-century university (adjective).

Hyphens are not required after a word ending in *ly* (e.g. environmentally friendly).

Use a hyphen to differentiate between words of different meanings but the same or similar spellings.

For example: resign (to quit) versus re-sign (to sign again); recover (to gain health) versus re-cover (to cover again).

Hyphens are used to avoid doubling a vowel, tripling a consonant or duplicating a prefix.

For example: co-operative, doll-like, sub-subcommittee

Do not capitalize prefixes or suffixes added to proper nouns.

Do not capitalize the second element of a compound if it simply modifies the first word, or if the hyphenated elements make up a single word.

For example: Students completing degrees at the University of Ontario Institute of Technology are working towards accomplishing their long-term goals.

Note: In titles, the first word of the compound is capitalized, while the subsequent is not (as they are considered one word when attached by a hyphen).

For example: Susan McGovern is the Vice-president, External Relations and Advancement at the University of Ontario Institute of Technology.

PLURALS

See the Apostrophes section on page 23.
QUOTATION MARKS

Double quotation marks are only used for direct speech. Use single quotation marks only when quoting within a quote or sometimes when denoting a phrase or concept. Quotation marks are not used for emphasis or event/publication titles.

For example: Nearly 70 years after George Orwell introduced the concept ‘Big Brother is Watching You’ in the novel Nineteen Eighty-Four, the phrase remains synonymous with the idea of privacy invasion and government surveillance.

A communication and digital media researcher at the University of Ontario Institute of Technology says data management and monitoring today is far more complicated than the concept of ‘Big Brother’.

SEMICOLONS

Use semicolons to separate statements too closely related to stand alone.

For example: The university’s north Oshawa campus location is set in a pedestrian-friendly academic village; the outdoor courtyard fosters a strong sense of community and its state-of-the-art buildings are infused with natural light.

Use a semicolon to separate phrases that contain commas.

For example: The Ontario government includes ministries of Finance; Tourism, Culture and Recreation; and Health.

SYMBOLS

Do not use symbols such as & (ampersand), + (plus) and % in written text. Spell out the words instead (e.g. and, per cent and percentage).

For example: Communications and Marketing department.

Faculty of Engineering and Applied Science enrolment increased by six per cent.
SECTION 4: UNIVERSITY AND ACADEMIC TERMINOLOGY

The University of Ontario Institute of Technology is officially considered to have one single campus, with two locations (north Oshawa campus location; downtown Oshawa campus location). It does not have two campuses.

The university has established various names for all of its faculties, departments and offices. As the university grows and evolves, these terms are subject to change.

The land owned by the university north of Conlin Road and west of Simcoe Street (for future development) is referred to as Windfields Farm lands or the former Windfields Farm lands (not Windfield Farms).

This section contains an up-to-date list of the university’s nomenclature, including short-forms (where applicable).

ATHLETIC TERMS AND ABBREVIATIONS

The official name for the university’s varsity athletic teams is Ridgebacks. The Ridgebacks’ mascot is named Hunter.

Refer to the team as the UOIT Ridgebacks in the first reference. In subsequent references refer to it as the university or the Ridgebacks.

OUA – The Ridgebacks are a member of the Ontario University Athletics (OUA). Refer to the organization as the Ontario University Athletics in the first reference. Later, refer to it as the OUA.

U Sports [formerly Canadian University Sport (CIS)] is Canada’s interuniversity sports organization. U Sports does not have a short form.
BUILDINGS AND FACILITIES

The university only capitalizes the word campus when referring to a proper name, such as the Campus Bookstore. Otherwise, use lowercase.

Always refer to university buildings and facilities as follows. Include the applicable abbreviation or acronym only if there is a second mention.

*denotes physical location and is only to be used when necessary (e.g. Bordessa Hall is located in downtown Oshawa at 55 Bond Street East)

**shared with Durham College

- 61 Charles Street Building
- ACE (formerly Automotive Centre of Excellence)
- Alexander J. and Stephanie Dulemba Study Hall *Library, second floor
- Alger Family Lobby *61 Charles Street
- BMO Library Lobby *Library
- Bordessa Hall *55 Bond Street East
- Boyce Alternative Energy Systems Laboratory *OPG Engineering Building, Room 3030
- Business and Information Technology Building
- Business and Information Technology Building, Atrium
- Business and Information Technology Building, Mezzanine
- Campus Bookstore**
- Campus Corners, *2069 Simcoe Street North**
- Campus Ice Centre**
- Campus Libraries:
  - North Oshawa Library
  - Social Science and Education Library (61 Charles Street Building)
- Campus Fieldhouse (formerly Campus Tennis Centre)**
- Campus Recreation and Wellness Centre**
- Clean Energy Research Laboratory (CERL)
- Dixon/Alger Fireside Reading Room, *Library rotunda
- Dr. Peter Zakarow Auditorium *Science Building, Room 1350
- Education Building, *11 Simcoe Street North
- Energy Systems and Nuclear Science Research Centre (ERC)
- Integrated Research and Training Facility (IRTF) *ACE
  - Alex Williamson Robotics and Automation Laboratory, Room 3030C
  - Dick McLaughlin Manufacturing Design Laboratory, Room 3030A
  - Frank Rinaldi Truck Driving Simulator Laboratory, Room 4030B
  - L. S. (Les) MacDonald Materials and Modelling Laboratory, Room 3030B1
  - Mothersill Family Energy Research and Thermo Fluids Laboratory, Room 3030B
- Lenovo Lecture Theatre, *61 Charles Street Building, Room 219
- Lois Sleightholm Teacher Resource Centre, *61 Charles Street Building
• Ontario Power Generation Engineering Building (OPG Engineering Building)
• Pavilion
• Polonsky Commons**
• RBC Meeting Place, *Business and Information Technology Building, Staff and Faculty Lounge, Room 1055
• Residence Townhouses
• Regent Theatre, *50 King Street East
• Shagwells on the Ridge (no apostrophe)**
• Science Building
• Science Building, Founding Deans Atrium
• Science Building, East Atrium
• Simcoe Village Residence**
• Software and Informatics Research Centre (SIRC)
• South Village Residence**
• Student Centre**
• The Regional Municipality of Durham Promenade (walkway between Library and the Science Building)
• UOIT-Baagwating Indigenous Student Centre (UBISC), *51 Athol Street
• U5 Building (not portable)
• U6 Building (not portable)
• Women’s Centre
• Vaso’s Field**

**Durham College buildings with university services or programs:**

• Gordon Willey Building
• Simcoe Building

Use a hyphen when referring to wings located in the Gordon Willey Building.

For example: The Media Services department is located in the Gordon Willey Building, A-Wing.

**Parking lots:**

• 61 Charles Street Lot
• Bruce Street Lot
• Campus Corners Lot
• Champions South Lot
• Champions Visitors Lot
• Commencement Lot
• Founders Lot 1
• Founders Lot 2
• Founders Lot 3
• Founders Lot 4
• Founders Lot 5 (new)
DEGREES AND AFFILIATIONS

Periods are not used in short-forms for degrees.

- UOIT follows the standard set by the Association of Commonwealth Universities:
  - BA - Bachelor of Arts
  - BASc - Bachelor of Applied Science
  - BCom - Bachelor of Commerce
  - BEd - Bachelor of Education
  - BIT - Bachelor of Information Technology
  - BEng - Bachelor of Engineering
  - BEng and Mgt - Bachelor of Engineering and Management
  - BHSc - Bachelor of Health Science
  - BSc - Bachelor of Science
  - BSc and Mgt - Bachelor of Science and Management
  - BScN - Bachelor of Science in Nursing
  - MA - Master of Arts
  - MASc - Master of Applied Science
  - MBA - Master of Business Administration
  - MEng - Master of Engineering
  - MHSc - Master of Health Sciences
  - MSc - Master of Science
  - PhD - Doctor of Philosophy

Only the highest designation and credentials will be used in marketing materials and on business cards.

When referencing a degree generally use master’s or bachelor’s degree. Formal use should reference the full name.

For example: Joe Green received his bachelor’s degree at the University of Ontario Institute of Technology. Joe Green received his Bachelor of Arts degree from University of Ontario Institute of Technology. But: Joe Green, BA, said he loved the University of Ontario Institute of Technology.

Never include a title and its related degree in the same sentence. Use of the title is preferred.

For example: Dr. Tarlochan Sidhu is the Dean of the Faculty of Engineering and Applied Science (not Dr. Tarlochan Sidhu, PhD, is the Dean of the Faculty of Engineering and Applied Science.)
Common credentials

- ART: Advanced Registered Technologist
- CA: Chartered Accountant
- CC: Companion of the Order of Canada
- CCHIM: Canadian College of Health Information Management
- CDE: Canadian Diabetes Educator
- CEng: Chartered Engineer
- CHIM: Certified Health Information Management
- CNCC(C): Certified Nurse in Critical Care (Canada)
- DC: Detective Constable
- DC: Doctor of Chiropractic
- FASME: Fellow of the American Society of Mechanical Engineers
- FCA(Cdn): Fellow of the Canadian Institute of Chartered Accountants
- FCAE: Fellow of the Canadian Academy of Engineering
- FCSME: Fellow of the Canadian Society of Mechanical Engineers
- FDC: Fellow of Dietitians of Canada
- FEIC: Fellow of the Engineering Institute of Canada
- FIEEE: Fellow of the Institute of Electrical and Electronics Engineers
- FIEF: Fellow of the International Energy Foundation
- FIMechE: Fellow of the Institution of Mechanical Engineers
- FRS: Fellow of the Royal Society
- FRSCan: Fellow of the Royal Society of Canada
- GNC(C): Gerontological Nurse Certification (Canada)
- MC: Member of the Order of Canada
- MD: Doctor of Medicine
- MLT: Medical Laboratory Technologist
- NP: Nurse Practitioner
- OC: Officer of the Order of Canada
- OIQ: Ordre des ingénieurs du Québec
- OOnt: Member of the Order of Ontario
- OT: Occupational Therapist
- P.Eng.: Professional Engineer
- PMP: Project Management Professional
- RD: Registered Dietitian
- RN: Registered Nurse
- RN(EC): Registered Nurse – Extended Class
- RPN: Registered Practical Nurse
- SMIEEE: Senior Member of the Institute of Electrical and Electronics Engineers
DOCTOR VERSUS PHD

Many university officials who possess a PhD prefer to indicate their degree after their name, instead of using a Dr. prefix (exception: when a doctoral degree is medical).

Preferred format: Michael Owen, PhD, Vice-president, Research, Innovation and International (not Dr. Michael Owen)

Dr. is also used when referencing a faculty member in subsequent references.

For example: Barbara Perry, PhD, is a Professor in the Faculty of Social Science and Humanities. Dr. Perry is known internationally for her hate crime research.

GRANT AGENCIES

The university receives funding from, or partners with, several government agencies. Names should be spelled out in first reference, followed by the acronym. The acronym should be used in all other references.

Some common examples include:

- Canada Foundation for Innovation (CFI)
- Canadian Institutes of Health Research (CIHR)
- Ministry of Advanced Education and Skills Development (MAESD)
- Ministry of Economic Development, Trade and Employment (MEDTE)
- Ministry of Research and Innovation (MRI)
- Natural Sciences and Engineering Research Council of Canada (NSERC)
- Shared Hierarchical Academic Research Computing Network (SHARCNET)
- Social Sciences and Humanities Research Council of Canada (SSHRC)
- Teachers’ Science and Technology Outreach Program (TSTOP)
- Youth Science and Technology Outreach Program (YSTOP)
SECTION 5: 
HELPFUL HINTS

This section contains lists of words and phrases that are occasionally not used in the proper context, or in some cases published with spelling mistakes. Each appendix offers helpful suggestions and guidance on correct words and simpler phrases.

APPENDIX A: COMMONLY MISSPELLED WORDS

The following is a list of commonly misspelled words. They should appear lowercase unless being used at the beginning of a sentence, etc.

accommodate
acknowledgment
advisor not adviser
alumnus (singular masculine)
alumna (singular feminine)
alumni (plural masculine)
alumnae (plural feminine)

Note: Alumni should also be used when referring to a coed group of alumni. Use alumnae for an all-female group only.
groundbreaking

gauge

health care (two words when standing alone)
health-care (hyphenated when used as an adjective)

high-tech

home page

honour, honours, honourable, but honorary interdisciplinary
install, installed, installment

Internet

judgment

kickoff (noun)

kick off (verb)

liaison

licence (noun), license (verb)

long-range

long-term

longtime

modelling

multicultural

multidisciplinary

multimedia

multi-year

neighbour

on campus/off campus: when used to explain areas related to the university
on-campus/off-campus: hyphenated when used as adjectives

ongoing

online

on site: two separate words when standing alone

on-site: hyphenated when used as an adjective

per cent

personal (pertaining to one person)

personnel (group of people)

post-doctoral

postgraduate

post-secondary

preventive (not preventative)

publicly

questionnaire

RSVP

short-term

supersede

Tim Hortons not Tim Horton’s

trailblazer

unnecessary

U-Pass

worldwide

APPENDIX B: COMMONLY MISUSED WORDS

Accept: to agree to receive

Except: to exclude from

Affect: to have influence on

Effect: the result of something

Alternate: change repeatedly between two conditions

Alternative: any of two or more possibilities

Appraise: set a value on

Apprise: inform

Complement: something that completes or makes up a whole

Compliment: something said in admiration

Complementary: forming a complement; completing or complementing each other

Complimentary: given free as a gift or courtesy

Continual: over and over, but with breaks-like a chronic cough that comes and goes, or rain with sunny breaks throughout the day

Continuous: without interruption

Farther: refers to physical distance

Further: used figuratively to refer to extent or degree

Fewer: of numbers

Less: of quantity
There are some exceptions—like when the numbers are considered a single unit:
   The program is less than three years long.
   The woman is less than five feet tall.
   But use fewer than when you commonly use each numbered item as a single unit that can be separated from the rest.
   This program offers fewer options.

Its: possessive pronoun
It’s: contraction of it and is

Practice (noun)
Practise (verb)

Principal: most important (his principal demand), a leading person or chief (school principal)
Principle: a basic belief or truth

That: heads a restrictive clause. Often not required. If a sentence can stand alone, remove it. Which: heads a descriptive clause. Note: A comma should precede which.

Their: shows a possession. For example: It is their dog.
There: shows a position. For example: The door is right over there.
They’re: is a contraction. For example: They’re happy to be here.

I.e.: id est meaning that is in Latin. Meant to provide further clarification.
E.g.: exempli gratia meaning for example in Latin. Meant to precede specific examples.
### APPENDIX C: PLAIN LANGUAGE OPTIONS

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<th>Instead of...</th>
<th>Try...</th>
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</thead>
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<td>advanced planning</td>
<td>planning</td>
</tr>
<tr>
<td>aforementioned</td>
<td>these</td>
</tr>
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<td>at this point in time</td>
<td>now</td>
</tr>
<tr>
<td>brand new</td>
<td>new</td>
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<tr>
<td>by means of</td>
<td>by</td>
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<td>first ever</td>
<td>first</td>
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<td>for the purpose of</td>
<td>to</td>
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<td>furthermore</td>
<td>also</td>
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<tr>
<td>inasmuch as</td>
<td>because</td>
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<tr>
<td>in conjunction with</td>
<td>with</td>
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<td>in order to</td>
<td>to</td>
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<td>if</td>
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<td>in the near future</td>
<td>soon</td>
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<td>also</td>
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<td>annually</td>
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<td>because</td>
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<td>experience</td>
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<td>if</td>
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<td>subsequent to</td>
<td>after</td>
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<td>until such time as</td>
<td>when</td>
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<tr>
<td>with regard to</td>
<td>about</td>
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