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UOIT EDITORIAL STYLE GUIDE | SECOND EDITION, 2014

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**SECTION 3: HELPFUL HINTS**

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The University of Ontario Institute of Technology (UOIT) has earned a reputation for delivering outstanding programs, supporting student success and championing a culture of top-quality research and innovation.

Our university also recognizes the value of consistent communication to and with our many audiences. Messages need to be clear, accurate and concise. We also desire consistency in our written style.

This UOIT Style Guide captures UOIT’s preferred terminology, punctuation and abbreviations we have established and adhere to. From capitalization to hyphenation to the proper names of our facilities, the Style Guide will help answer your questions.

As you familiarize yourself with the Style Guide, make sure to share this information with your colleagues. As UOIT grows, this guide will evolve with it. You will get regular messages when the guide is updated. In the meantime, we always welcome your feedback, comments and suggestions at communications@uoit.ca.

Thank you for the work you do to help communicate the UOIT story to our students, donors, friends and community partners. And thank your for adhering to this Style Guide.

Sincerely,

John (Mac) MacMillan
Director, Communications and Marketing
BACKGROUND AND GENERAL GUIDELINES

The University of Ontario Institute of Technology (UOIT) Style Guide was developed to ensure a consistent identity, along with clarity of message and purpose, in the delivery of internal and external communications and documents pertaining to the university. UOIT follows Canadian Press style (CP Stylebook; CP Caps and Spelling) and the Canadian Oxford Dictionary (oupcanada.com), except where specified herein.

This guide should be used as a reference 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 UOIT Style Guide is reviewed and updated annually.

Note: UOIT’s Style Guide does not follow style typically reserved for research papers. For academic bibliographies and citations, UOIT researchers should use such styles as:

- American Psychological Association (APA)
- Chicago
- Institute of Electrical and Electronics Engineers (IEEE)
- Modern Language Association (MLA)

QUESTIONS AND COMMENTS

We always welcome your feedback, comments and suggestions regarding the UOIT Style Guide at communications@uoit.ca
This section contains a comprehensive list topics pertaining to UOIT’s preferred style. UOIT follows the Canadian Oxford Dictionary and the CP stylebook, except where specified within the Editorial Style Guide.

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)).

**Note:** Periods are not used in acronyms but should follow an abbreviation.

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 Automotive Centre of Excellence (ACE) is located at the University of Ontario Institute of Technology’s (UOIT) north Oshawa location.

ACCENTS

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

ACCESSIBLE DOCUMENTS, AODA, ALTERNATIVE FORMATS

As a public organization, UOIT 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 goal is to make Ontario barrier-free by 2025.

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

For comprehensive information about UOIT’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.
ADDRESS FORMAT AND CONTACT INFORMATION

The following is an example of correct address protocol:

2000 Simcoe Street North
Oshawa, Ontario L1H 7K4
Canada

UOIT 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

APOSTROPHES

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

For example: UOIT’s first-ever graduating class.

When a 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 he is an expert in his field.

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. It is becomes it’s.

For example: It’s cold today.

Use an apostrophe for clarity when required.

For example: dotting the i’s and crossing the t’s; or a list of Q’s and A’s (preferably FAQs).
ATHLETIC TERMS AND ABBREVIATIONS

The official name for UOIT’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 UOIT 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.

CIS – Canadian Interuniversity Sport (CIS). Refer to the organization as Canadian Interuniversity Sport in the first reference. Later, refer to it as CIS.

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.

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.
BUILDINGS AND FACILITIES

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

Always refer to UOIT’s 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).

- 61 Charles Street Building
- Automotive Centre of Excellence (ACE)
- Bordessa Hall ‘55 Bond Street East
- Business and Information Technology Building
- Business and Information Technology Building, Atrium
- Business and Information Technology Building, Mezzanine
- Education Building ‘11 Simcoe Street North
- Campus Bookstore
- Campus Corners ‘2069 Simcoe Street North
- Campus Health Centre
- Campus Ice Centre
- Campus Libraries:
  - Education Library
  - North Oshawa Library
  - Social Science Library
- Campus Recreation and Wellness Centre (CRWC)
- Campus Tennis Centre
- Clean Energy Research Laboratory (CERL)
- Dixon/Alger Fireside Reading Room ‘Library rotunda
- Dr. Peter Zakarow Auditorium ‘Science Building, Room 1350
- Energy Systems and Nuclear Science Research Centre (ERC)
- Gordon Willey Building
- Lois Sleightholm Teacher Resource Centre ‘Education Building
- Ontario Power Generation Engineering Building (OPG Engineering Building)
- Pavilion
- Polonsky Commons
- RBC Faculty and Staff Lounge
  - Business and Information Technology Building, Room 1055
- Residence Townhouses
- Regent Theatre ‘50 King Street East
- Shagwells on the Ridge (no apostrophe)
- Science Building
- Science Building, Founding Dean’s Atrium
- Science Building, West Atrium
- Simcoe Building
- Simcoe Village Residence
- South Village Residence
- U5 Building (not U5 portable)
- U6 Building
- Women’s Centre
- Vaso’s Field
BUILDINGS SHARED WITH DURHAM COLLEGE:

• Campus Corners
• Gordon Willey Building
• Simcoe Building
• Student Centre

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 1
• Commencement Lot 2
• Founders Lot 1
• Founders Lot 2/3
• Founders Lot 6
• Founders Lot 7
• Mary Street Garage
• Simcoe South Lot

CAPITALIZATION

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 Awards

Note: When referring to more than one award or scholarship, 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.
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 UOIT 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.

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 Building, Room 3037.

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.

Uppercase the first letter of corporate names: Adidas (not adidas), iPhone, iPad, CityNews.

Note: Follow the organization’s branding. When in doubt, refer to its website.
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 entitled Building Interactive Multi-User In-class Learning Modules for Computer Networking.

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.

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

For example: Dr. Hossam Gaber, Associated 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.

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.
COMMAS

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

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 Great Goose Chase.

For direct quotes, place commas and periods inside the quotation marks.

For example: “Everyone at UOIT is tremendously proud of all the members of UOIT’s Formula SAE team,” said Dr. Tarlochan Sidhu, Dean, Faculty of Engineering and Applied Science.

Commas are used to separate words or expressions that interrupt the normal progression of a sentence.

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.

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 his or her last name. Avoid the use of courtesy titles (Mr., Mrs. and Ms., etc.) with the exception of Dr.

**For example:** Melissa Levy of the UOIT 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 UOIT. Jason Smith works for the Facilities department.

DATES AND ORDINALS

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

**For example:** Classes begin on September 18.

Ordinals (e.g. 2nd, 3rd) are not used with dates.

When referring to academic years, a hyphen 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.

**For example:** UOIT’s convocation ceremonies will be held on Thursday, June 5 and Friday, June 6, 2014.

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

**For example:** UOIT students returned to school on Tuesday, September 9.

**Exception:** UOIT 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
DEGREES AND AFFILIATIONS

COMMON CREDENTIALS RECOGNIZED BY UOIT INCLUDE:

- **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
- **OOn**: Member of the Order of Ontario
- **OT**: Occupational Therapist
- **PEng**: 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
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 UOIT. Joe Green received his Bachelor of Arts degree from UOIT.

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.
DEPARTMENTS, OFFICES AND SERVICES

- Aramark (food services)*
- Academic Council
- Advancement department
- Alumni office
- Athletics department*
- Board of Governors
- Campus Bookstore*
- Campus Health Centre*
- Campus ID Services*
- Career Services
- Communications and Marketing department
- Contracted Services
- Diversity office*
- Facilities and Ancillary Services
- Finance department
- Government Relations department
- Human Resources department
- Information Technology Services (ITS)
- Library Services
- Management Development Centre (MDC)
- Off-campus Living office
- Office of Campus Safety
- Office of Campus Infrastructure and Sustainability (OCIS)
- Office of External Relations
- Office of Graduate Studies
- Office of Institutional Research and Analysis (OIRA)
- Office of the President
- Office of the Provost
- Office of the Registrar (for official use) or Registrar’s office
- Office of Research Services (ORS)
- Office of Student Life
- Office of Technology Transfer and Commercialization (OTTC)
- Office of the Vice-President, External Relations and Advancement
- Parking Services*
- Student Accessibility Services (SAS)
- Student Association (SA)*
- Student Awards and Financial Aid (SAFA)
- Student Experience Centre (SEC)
- Teaching and Learning Centre (TLC)
- Tuck Shop
- UOIT-Bagwaating Indigenous Student Centre (BISC)
- UOIT International (Office of the Registrar, International)

*shared service with Durham College
SECTION 2: STYLE GUIDELINES
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FACULTIES

• Faculty of Business and Information Technology
• Faculty of Education
• Faculty of Energy Systems and Nuclear Science
• Faculty of Engineering and Applied Science
• Faculty of Health Sciences
• Faculty of Social Science and Humanities
• Faculty of Science

GEOGRAPHIC LOCATIONS

CORRECT NAMES OF PARTNERING ORGANIZATIONS

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

• 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 [uppercase The])
• Abilities Centre

FRENCH PLACE NAMES IN CANADA

When technically possible, Montréal and Québec (City) retain their accents in English.
LOCAL REFERENCES

The Regional Municipality of Durham (Durham Region) is comprised of eight municipalities, 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).

PLACE NAMES

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

UNIVERSITY TERMINOLOGY

UOIT is officially considered to have one single campus, with two locations (north Oshawa campus location; downtown Oshawa campus location). The university does not have two campuses.

The 190-acres of land north of Conlin Road and west of Simcoe Street owned by the university (for future development), is referred to as Windfields Farm lands or the former Windfields Farm lands (not Windfield Farms).
GRANT AGENCIES

UOIT 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 Economic Development, Trade and Employment (MEDTE)
- Ministry of Research and Innovation (MRI)
- Ministry of Training, Colleges and Universities (MTCU)
- 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)

HYPHENATION

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

For example: UOIT offers a technology-enriched learning environment.

If writing about UOIT, 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).
INCLUSIVE LANGUAGE

Adapted from: The Canadian Press Stylebook: A guide for writers and editors

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. Avoid offensive language that might assume its intention and/or meaning is understood.

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, suffer, victim, confined to, crippling:

• 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 (connotes helplessness).
• 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 PEOPLES

Canadian Press uses uppercase for *Aboriginal Peoples, 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*.

Use the word *Indian* with discretion. Some object to it because its origin is tied to a misconception of European explorers who thought they had landed in India. However, some prefer it, especially Canadians who are status Indians.

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

RACE AND ETHNICITY

UOIT 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 Canadian Press says a person’s race, colour, national origin or immigration status should only be reported when it is truly pertinent.

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

Treat the sexes equally without stereotyping. Use parallel references to the sexes: women and men; husband and wife (not man and wife).

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:

“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”. Find a way to rewrite the sentence.

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

Orientation should not be mentioned unless relevant to the story.

Avoid the term sexual preference. Preference implies a choice; and many people do not regard their sexuality as optional.

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 Tim,
Hi Janette,
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LETTER SPACING

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

LISTS

Bulleted lists of few than three words per line should appear in the following manner:

UOIT Ridgebacks offers the following varsity sports:

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

Bulleted lists that are longer or can stand alone as a sentence should appear in the following manner (with periods at the end of each bullet):

Dr. Wendy Stanyon is an expert in the following areas:

- 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.

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.

MEASUREMENT

In general, use metric measurement when indicating size, volume, etc.

For example: A 20,000-litre wet lab is used to study aquatic toxicology at UOIT.

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

**For example:** The cashier gave me back $20.35.

NUMBERS

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

**For example:** UOIT will welcome seven new faculty members this September. UOIT’s professors collectively speak more than 20 languages.

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

**For example:** There will be 2 to 11 people attending the event.

When one million is reached, numbers should read one million, two million, etc., not 1,000,000. Also, round off seven-digit or greater numbers wherever possible. 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, 6.25 million, nor six-point-two million).

**Exception:** When writing about money, use the numeral. **For example:** UOIT received $1 million from BMO Financial Group in 2004 to go toward the North Oshawa Library.

Spell out any number that begins a sentence.

**For example:** Eighty invention disclosures have been submitted by UOIT since 2003.

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

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**). Ordinals are always in lowercase.

Use numerals when referencing grades, days, room numbers, years, and capitalize the word.

**For example:** Day 1, Grade 7, Room 1350.
PLURALS
See the Apostrophes section.

PREFERRED LANGUAGE
UOIT follows the Canadian Oxford Dictionary and the CP stylebook, except where specified within the Editorial Style Guide.

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, or six-point-two million).

Exception: When writing about money, use the numeral.

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

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

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

For example: UOIT’s north Oshawa 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: UOIT offers a diverse array of challenging undergraduate and graduate degree programs through the faculties of Business and Information Technology; Education; Energy Systems and Nuclear Science; Engineering and Applied Science; Health Sciences; Science; and Social Science and Humanities.
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SPELLING

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

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.

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.

TITLES

Capitalize titles when used with an individual's name.

For example: Chris Woods, Web Strategist, is responsible for the overall look and functionality of UOIT's website.

Lowercase titles when used generically.

For example: UOIT's budget and planning officers meet once a month.

UNDERLINING

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

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

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

Always ensure the hyperlink indicates the actual name of where the link is going to. Do not create a hyperlink to an unidentified click here (unidentified hyperlinks do not help website users using assistive devices such as screen readers).

For example: Correct: Link to university policies.
Incorrect: For university policies, please click here.

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.
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.

bylaw
calibre
campuswide
cancelled
CD
CDs (plural)
centre, centred
co-chair
co-curricular
coed
colour
coop
co-operate
co-ordinate, co-ordinator
counsellor, counselling
co-worker
curriculum (singular), curricula (plural)
datum (singular, rarely used), data (plural)
database
defence
dialogue (not used as a verb)
DVD
DVDs (plural)
ebook
e-commerce
e-learning
email
emeritus (singular noun), emeriti (plural noun)
enrol
enrolment
enrolling
enrolled
ensure – to confirm not insure
evite
e-zine
favour
focusing, focused
follow up (verb)
followup (noun, adjective)
fundraise (no hyphen)
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
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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

Continual: over and over
Continuous: without interruption

Farther: refers to physical distance
Further: used figuratively to refer to extent or degree

Fewer: of numbers
Less: of quantity

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

APPENDIX C: PLAIN LANGUAGE OPTIONS

Instead of…
advanced planning planning
aforementioned these
at this point in time now
brand new new
by means of by
first ever first
for the purpose of to
furthermore also
inasmuch as because
in conjunction with with
to
in the event that if
in the near future soon
moreover also
new initiative initiative
on an annual basis annually
owing to the fact that because
past experience experience
provided that if
subsequent to after
until such time as when
with regard to about