

*Standard:* **STD04: WRITING STANDARDS FOR COLLEGE DOCUMENTS**

*Sponsor:* Director, Corporate Communications

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### **1. STANDARD**

The purpose of this document is to establish writing style standards for certain College print and web publications. Such standards reflect correct word usage, employ simple grammar, tend toward brevity and clarity and incorporate best communication practices. The resulting writing style is intended to support effective and efficient communication between the College and its many correspondents.

The Director, Corporate Communications develops, maintains and promotes a College Writing Style Guide so as to achieve the objectives of this Standard.

### **2. SCOPE**

The Style Guide applies to print and web communications produced by the College. It applies to all promotional, marketing and communications materials, and to official College correspondence, reports and submissions. The Style Guide does not apply to academic, scholarly or research publications, which have their own set of standards and guidelines.

### **3. ADDENDUM**

Guideline A: COLLEGE WRITING STYLE GUIDE

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# Writing Style Guide

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**Prepared by Corporate Communications**

*Last updated April 2026*

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## DISCLAIMER

The following sources were consulted in the compilation of this guide. This is accepted common practice.

- **The Canadian Press Stylebook**  
(19<sup>th</sup> Edition)
- **Elements of Indigenous Style**
- **Fanshawe College**
- **UBC Writing & Style Guide**
- **UVic Style**
- **University of Waterloo Guidelines**

## Introduction

Every year Fanshawe College produces a variety of publications that are used to: recruit students; promote programs and events; communicate to employees, students and alumni; and profile the College to external audiences.

As part of a larger effort to maintain standards of consistency and quality, Fanshawe's Corporate Communications team has developed a Writing Style Guide. The guide is designed to help writers and editors across the College avoid inconsistencies in spelling, capitalization and other areas of editorial style.

### Where will this guide be used?

The style guide is intended for print and web communications produced by the College.

It applies to all promotional, marketing and communications materials, including official College correspondence, reports and submissions.

**PLEASE NOTE:** Not all Fanshawe publications will adhere to this guide. This guide does not apply to academic, scholarly or research publications, which have their own set of standards and guidelines. Due to space restrictions, exceptions can be made for marketing, advertising and social media materials.

### Audience and voice

Communications materials produced by Fanshawe College reach a wide range of audiences such as: employees and students; prospective students and their families; government officials, research partners and the community.

Communications must be tailored to their respective audiences. For this reason, this style guide is not intended to restrict the writer's voice, nor does it address issues of formality in the use of language.

### Future of the style guide

Like many style guides, this is a living document that continues to be a work in progress. It will develop as new editorial questions arise and as language and usage change.

The Corporate Communications team welcomes feedback from users of this guide in order to make it more useful.

Additions, changes and updates to the content of the style guide will be shared on the MyFanshawe portal.

## Reference Guides

Fanshawe College recommends following the guidelines set out in current editions of The Canadian Press Stylebook (CP). For spelling, we follow The Canadian Oxford Dictionary.

This style guide highlights common errors and lists exceptions, preferences or Fanshawe-specific conventions not covered by these references.

## Feedback?

Corporate Communications can help with questions or comments you may have regarding the interpretation of points in this style guide and issues or matters of spelling not covered here.

For assistance, please contact Corporate Communications by emailing [communications@fanshawec.ca](mailto:communications@fanshawec.ca).

## Writing Guidelines

Use language in a way that most clearly, quickly and simply communicates your ideas to the reader.

- Never assume your reader has local or Fanshawe-specific knowledge. Use clear, plain language, and standard terminology. For example, when referring to another College department or area, provide a general explanation of that department or area if necessary.

USE	DO NOT USE
Motorcycle driver education was offered by Fanshawe Corporate Training Solutions last week.	DRIV-9025 and DRIV-9030 were offered by CTS last week.

- Avoid overly complex sentence construction.

USE	DO NOT USE
The Fowler Kennedy Sport Medicine Clinic is available to students, employees and community members.	The Fowler Kennedy Sport Medicine Clinic is available to students, as well as employees and members of the community.

- Use the active voice.

USE	DO NOT USE
Information Technology Services upgraded the network connectivity in C building yesterday.	The network connectivity was upgraded in C building yesterday.

- Avoid using different terms to describe the same thing; it may confuse the reader.

USE	DO NOT USE
Check the Fanshawe Athletics homepage for game day details. Questions? Please visit the Contact Us page on the website to get in touch with a customer service rep.	Check the Falcons homepage for game day details. Questions? To get in touch with a customer service rep, please visit the Contact Us page on the Fanshawe Athletics site.

- In body text, avoid spelling words entirely in capitals for emphasis; capitalized words are difficult to read and your reader may interpret this approach as shouting. Instead, use a bold typeface to draw attention to a word or phrase.

USE	DO NOT USE
The President's spring staff meeting has been rescheduled for the London Campus to <b>Friday, May 25, 9 a.m. to 10 a.m. in the Alumni Lecture Theatre.</b>	The President's spring staff meeting has been rescheduled for the London Campus to FRIDAY, MAY 25, 9 A.M. TO 10 A.M. IN THE ALUMNI LECTURE THEATRE.

# Style Guidelines

## Abbreviations

The following are types of abbreviations.

- **Acronyms**—words formed from the first letter or letters of words and are pronounceable as words (for example, Centre for Applied Transportation Technologies building—CATT building).
- **Initialisms**—are formed from the first letters only of a series of words and are not pronounceable (for example, Senior Leadership Council—SLC).
- Omit periods in all-capital abbreviations unless the abbreviation is geographical or refers to a person. (e.g., VIP, URL, UFO but B.C. P.E.I., N.W.T.)

Always use the full term or name on the first reference followed by the abbreviation in parentheses. In second and subsequent references, use the abbreviation. If the publication is long, repeat the term or name and the bracketed abbreviation periodically (especially if you are using more than one). Where the publication has distinct sections, reintroduce the abbreviation on the first reference in each section.

USE	DO NOT USE
The Lawrence Kinlin School of Business (the Kinlin School) hosted a farewell dinner at The Chef's Table on Monday.	The LKSB hosted a farewell dinner at The Chef's Table on Monday.

## Capitalization

As a general rule, use capitals sparingly when writing text.

When referring to Fanshawe College, uppercase the C at the start of College.

- Fanshawe College is located in London, Ontario. The College...

When referring generally to other campuses, lowercase should be used.

- The Woodstock/Oxford Regional Campus is located in Woodstock, Ontario. The campus...

Capitalize proper names. Words associated with or derived from proper names, including titles, should be written in lowercase, **unless referring to the President of Fanshawe College or the Fanshawe College Board of Governors.**

USE	DO NOT USE
Faculty of Technology, the technology faculty	faculty of Technology, Technology Faculty

(**NOTE:** some exceptions may be made for words or names of historical or geographical significance.)

- Capitalize the days of the week and names of the month (they are proper nouns).
- Do not capitalize seasons (e.g., fall not Fall).
- Capitalize the names of holidays.
- Capitalize the names of historical and geological periods and events.

USE	DO NOT USE
I'm excited to start school this fall.	I'm excited to start school this Fall.

Do not capitalize URLs, services or unit names that begin with a lowercase letter. In general, follow the capitalization used by the organization or person.

USE	DO NOT USE
FanshaweOnline	Fanshaweonline or fanshaweonline
eLearning	ELearning
WestJet	Westjet
mend Massage	Mend Massage or Mend message

Capitalize the names of our academic schools and faculties.

USE	DO NOT USE
School of Public Safety, Law and Administration	school of public safety, law and administration
Faculty of Health, Community Studies and Public Safety	faculty of health, community studies and public safety

## Contractions

Contractions should be avoided except in quotations and deliberately casual texts.

## Dates and times

In general, Fanshawe College follows the International Standards Organization format for writing dates. Numerically, we use YYYY-MM-DD as the template. When spelled out, we use the day of the week followed by a comma, then the Month and date followed by a comma, then the year if necessary.

There is no need to use ordinals (st, nd, rd, th).

If space is a concern, you can shorten months or days to a three-letter abbreviation followed by a period (e.g. Thursday would become Thu., September would become Sept.) but you may find it easier to spell out four- and five-letter months like April or June in full anyway.

**PLEASE NOTE:** Some computer systems and/or academic writing may require a different format.

USE	DO NOT USE
2022-12-31	2022-31-12
December 31, 2022	December 31 2022

- Do not include ordinal suffixes (i.e., st, nd, rd, th).

USE	DO NOT USE
December 31, 2022	December 31 <sup>st</sup> , 2022

- Insert a comma after the day of the week and the day of the month

USE	DO NOT USE
Thursday, December 31, 2022	Thursday December 31 2022

- Do not use punctuation if indicating month and year only.

USE	DO NOT USE
December 2022	December, 2022

- When referring to the academic year, use a slash to indicate the last part of one year and the first part of the next.

USE	DO NOT USE
2022/23	2022-2023

- Where space restrictions require the names of the months be abbreviated, or when following CP style, abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

USE	DO NOT USE
The College will reopen on Jan. 2, 2023. Classes resume on Jan. 9, 2023.	The College will reopen on Jan 2, 2023. Classes resume on Jan 9, 2023.

## Times

- When referring to precise times on a 12-hour clock system, use the abbreviations “a.m.” and “p.m.”
- Use these abbreviations with lowercase letters and periods. Make sure to add a space between the time and the a.m. or p.m.
- Noon and midnight are accepted to avoid confusion
- Times can be displayed using the en dash (e.g. 2:30 p.m. - 3:30 p.m.).
- However, if the word from precedes the time, the word to should be used to indicate time range (e.g., from 2:30 p.m. to 3:30 p.m.).
- When time includes a.m. and p.m., both should be included (e.g. 11:30 a.m. - 2:30 p.m.).
- Do not use use ciphers (double zeros) with whole hours (e.g. 8 a.m. to 4 p.m. not 8:00 a.m. to 4:00 p.m.)

USE	DO NOT USE
10 a.m.	10 AM 10am
12:15 p.m.	12:15 PM 12:15pm
Starting at noon Ending at midnight	Starting at 12 Ending at 12
The event will take place from 1 to 3 p.m. The event will take place between 1 and 3 p.m.	The event will take place 1 - 3 p.m. The event will take place from 1 - 3 p.m. The event will take place 1 to 3 p.m. The event will take place between 1 - 3 p.m.

## Degrees, diplomas, certificates and apprenticeships

Write names of degrees, diplomas, certificates and apprenticeships in lower case.

USE	DO NOT USE
bachelor's degree, bachelor of arts, BA, B.Sc.	Bachelor's degree
master's degree, master of science, master of business administration, MA, M.Sc., MBA	Master's degree
doctorate, PhD	Doctorate in Chemistry
advanced diploma	Advanced Diploma
post-graduate certificate	Post-Graduate Certificate
apprenticeship training	Apprenticeship Training

## Event listings

Information to promote events on campus should contain the following: title, day, date (including the year, when required), time, building and room.

Do not use abbreviations, except in the time designations.

*Event title or name*

Thursday, December 31, 2022

9 a.m. – 12:30 p.m.

E1003

## Inclusive language guidelines

Anticipate audience diversity when writing. People may have different cultural, ethnic, religious or racial backgrounds, be of different ages, genders and sexual orientations, and have different disabilities, whether visible or not. Use examples that reflect the diversity when writing, speaking or using images. Avoid descriptors such as race, gender, sexual orientation, disability or age unless they are relevant and valid.

- Generally, person-first language is preferable.
- We recognize some people identify strongly with their diverse characteristic(s) and may prefer to be referred to in that way (e.g., Indigenous person). Accommodate individual preferences when writing about someone who has expressed a clear preference.
- If a person has not expressed a personal pronoun preference, do not assume he/him or she/her is accepted unless it has been confirmed. If you do not have confirmation, consider re-writing your sentence or use 'they'. For more guidance on pronouns, please refer to **Fanshawe's Guide to Pronouns**. Login to MyFanshawe may be required.
- Official College communications use 2SLGBTQIA+ as an acronym.
- When referring to people, capitalize the descriptors Aboriginal, Indigenous and Black in recognition of these terms as identities.
- "Disabled" is an adjective, not a noun.

USE	DO NOT USE
person with a disability.	the disabled
students/employees with disabilities	disabled students/employees
person who is part of the 2SLGBTQ+ community	2SLGBTQ+ person

## Writing about Indigenous Peoples and related subject matter

There are three distinct groups of Indigenous Peoples in Canada: First Nations (status and non-status Indians), Inuit and Métis.

Fanshawe College operates on the traditional lands and waterways of the Anishinaabe, Haudenosaunee and Lenape people of Southwestern Ontario.

Where possible, avoid using outdated terms like Indian, Aboriginal or Native, as these are widely considered less accurate than Indigenous; however, the terms Indian, Aboriginal, First Nations, Inuit and Métis are all currently used in Canadian law. In particular, Indian is an archaic and offensive term in this context – only use it when referring to document titles or when used in historical instances such as the Indian Act, but never when referring to actual Indigenous peoples.

Capitalize both Aboriginal and Indigenous. Pluralize the word peoples to encompass the separate origins and identities of the various population groups covered by the term.

Capitalize words like Band, Territory, Elder(s), Traditional Knowledge, Reconciliation and Treaties to show respect. Write residential schools in lower case.

Spell Métis with an accent aigu. “Inuit” translates to “people,” so do not write “Inuit people,” which is redundant. The singular of Inuit is Inuk.

Each nation or people group has a distinct culture, language and set of traditions. When possible, avoid referring to Indigenous peoples as a homogeneous group. If known, include someone’s specific nation, community or Band (use the spelling the Band prefers).

If you are writing about a specific Indigenous person, consult them about their nation, preferred titles, pronouns, spellings and capitalizations.

Often, the words we use in reference to Indigenous peoples and their cultures are anglicized versions of words – not translated but brought into English from mostly-spoken languages. As a result, there is a degree of variation and fluidity in accepted spellings. Different people may use different spellings based on their nations and dialects (always use their preferred spelling if it is specified).

Otherwise use these:

- Pow Wow, Anishinaabe (rarely the plural form, Anishinaabeg).
- Do not italicize Indigenous words or names unless specifically advised to do so, as it sets them off as exotic or “other.”
- Regalia—Always use the word regalia in reference to garments worn by Pow Wow dancers or in ceremony. Never say “costume.”
- Instead of using the word reserve or reservation, give preference to terms like territory, community, ancestry or home.

**Please note:** This is not an exhaustive guide for writing about Indigenous Peoples. If you’re looking for further guidance, please refer to [Elements of Indigenous Style](#).

## Money and currency

Generally, use a dollar sign plus numerals, and where possible use the whole number without a decimal to make your writing easier to read. Omit the decimal values for cents unless they're necessary.

If you are listing more than one value and you must include fractional amounts (i.e. amounts with cents after the decimal), you can also include zeroes after a decimal in other 'whole-dollar' amounts in the same sentence.

Only write either in numerals or in spelled out amounts, but don't mix the two.

Include commas in amounts larger than \$999.

USE	DO NOT USE
The fees include \$10.00 for registration and a \$2.75 service charge.	The fees include \$10 for registration and a \$2.75 service charge.
The fee is \$10 and includes a service charge.	The fee is \$10.00 and includes a service charge.
You can earn from \$300 to \$3,000. You can earn from three hundred dollars to three thousand dollars.	You can earn from \$300 to three thousand dollars.
\$5 or five dollars	\$5 dollars
\$2 million	2 million dollars

## Named buildings and classrooms

When referring to a named building or classroom, please use the proper name. A full list of named buildings and classrooms is currently being updated. If you need assistance with determining a named space, please contact Corporate Communications.

Note that some buildings are named distinctly from the academic schools that operate primarily in those buildings (e.g., the Norton Wolf School of Aviation and Aerospace Technology is an organizational title, and the hangar facility where most of that school's classes are held [Y building] is called the Fanshawe Aviation Centre).

## Campuses

Always use the full campus name (e.g., Woodstock/Oxford Regional Campus; London Downtown Campus). Do not use internal nicknames (e.g., "Oxford Street campus" for London Campus) or shortened versions (e.g., "Simcoe Campus" for Simcoe/Norfolk Regional Campus) in published materials or formal communications. In general, avoid using non-approved names.

For a complete list of the proper names of all Fanshawe College spaces, please refer to STD03: Titles of Organizational Units and College Property.

## Numbers

Spell out numbers one through nine and general numbers in narrative text. Use figures for 10 and above. Follow this pattern for ordinals, too (e.g., first, fourth, 15<sup>th</sup>, 22<sup>nd</sup>).

- Use first-year and second-year rather than 1<sup>st</sup> year or 2<sup>nd</sup> year.
- There were three people at the meeting, but there were 40 students in the class.
- There are approximately 17,350 full-time students and 26,000 part-time students at Fanshawe College.
- Our School of Digital and Performing Arts is part of a \$40 million downtown expansion for Fanshawe College.
- Exceptions to the under/over 10 rule include:
  - Scores or votes (Toronto beat Detroit 3-1)
  - course credits (a half-credit course; he earned 2.5 credits this term)
  - building floors (Floor 2)
  - room numbers (Room E1003)
  - book chapters (Chapter 5)
  - school grades (86, 76, etc.)
  - fractions and decimals (e.g., 6.5 1/3)
- Use a comma (and no space) in numbers greater than three digits.

USE	DO NOT USE
2,000	2000

- Spell out numbers if they begin a sentence.

USE	DO NOT USE
Thirty Fanshawe staff members volunteered their time at the United Way Campaign kick-off.	30 Fanshawe staff members volunteered their time at the United Way Campaign kick-off.

- Format telephone numbers with dashes rather than brackets or spaces, and use an x for extension:

USE	DO NOT USE
519-452-4430 x14277	(519) 452-4430 or 519.452.4430

## Percentages

Spell out per cent in text, rather than using the symbol (%). Use the symbol in tables and charts to save space.

USE	DO NOT USE
Fanshawe has increased its overall enrolment by 8 per cent.	Fanshawe has increased its overall enrolment by 8%.

**PLEASE NOTE:** Due to space restrictions, exceptions can be made for marketing, advertising and social media materials.

## PUNCTUATION

This section highlights common misuses of punctuation and is not intended to be a comprehensive guide.

### Ampersands

Avoid ampersands in formal communications:

USE	DO NOT USE
School of Arts and Language	School of Arts & Language
Through intensive training, our students become skilled and compassionate health care professionals.	Through intensive training, our students become skilled & compassionate health care professionals.

**PLEASE NOTE:** Due to space restrictions, exceptions can be made for marketing, advertising and social media materials.

### Apostrophes

Do not use an apostrophe to indicate a plural acronym or decade.

USE	DO NOT USE
URLs, the 1990s	URL's, the 1990's

Apostrophes can replace leading digits when using a contraction of the decade.

USE	DO NOT USE
the '90s	the 90's

### Colons

The colon normally introduces a list, formal quotation, summation or idea that completes an introductory statement. Use a colon when it follows a complete clause. Do not use a colon to separate words or phrases within the same clause.

USE	DO NOT USE
The Head Start program is beneficial to the College in several ways: it engages students earlier and reduces some service demands in September; program data indicates participants are retained at a higher rate than non-participants; and students and their parents had many positive comments about Fanshawe as a result of their visit to campus.	To complete your application: send the required documents by the end of the month.

## Ellipses

- Use an ellipsis to indicate an omission from a sentence, a thought that has trailed off or that more information follows.
- Mark the ellipsis using three points with a space on either side of the ellipsis.
- The ellipsis should never replace periods, commas, colons or semicolons

USE	DO NOT USE
"I'm not sure what to do ... " he said.	"I'm not sure what to do... maybe go left," he said.
The College will reopen on January 4, 2027 and classes will resume on January 11, 2027.	The College will reopen on January 4, 2027... classes resume on January 11, 2027.

## Hyphens

Hyphens are used to combine words.

Hyphenate compound adjectives to avoid uncertainty.

USE	DO NOT USE
<ul style="list-style-type: none"><li>• first-year student</li><li>• toll-free number</li><li>• full-time work</li><li>• six-week program.</li></ul>	<ul style="list-style-type: none"><li>• first year student</li><li>• toll free number</li><li>• full time work</li><li>• six week program.</li></ul>
Classes are offered in person or online.	Classes are offered in-person or online.
You may choose between in-person or online classes.	You may choose between in person or online classes.
It has 12,000 square feet of space. It is a 12,000-square-foot facility.	It has 12,000-square-feet of space. It is a 12,000 square foot facility.

## Dashes

Dashes are used in place of other punctuation to emphasize information in a sentence. A dash is similar in appearance to a hyphen, but longer and used differently. The most common versions of the dash are the en dash (–) and the em dash (—).

To learn how to successfully create hyphens, em dashes and en dashes in Microsoft Word, please click on the following link: <http://www.computerhope.com/issues/ch001084.htm>

## En Dashes

- An en dash is typically used to indicate a date, time or number range.
- Use the en dash to separate times in an invitation or announcement, but insert a space before and after the en dash.
- **PLEASE NOTE:** if you introduce a span or range with words such as from or between, do not use a dash; always use “from” and “to” together and “between” and “and” together.

USE	DO NOT USE
Corporate Communications office hours: 8:30 a.m. – 4:30 p.m., Monday to Friday.	The Corporate Communications office is open from 8:30 a.m. - 4:30 p.m., Monday to Friday.
Nelson Mandela was President of South Africa from 1994 to 1999.	Nelson Mandela was President of South Africa from 1994 - 1999.

## Em Dashes

- Use an em dash to show a sudden break in thought, to set off another statement or to replace other punctuation when linking clauses.
- Set off an em dash without a space before and after the dash.

USE	DO NOT USE
Fanshawe is a place to engage and be hands-on with what you love—creating something, solving problems, helping others—and building a foundation for a lifetime of happiness and success.	Fanshawe is a place to engage and be hands-on with what you love — creating something, solving problems, helping others — and building a foundation for a lifetime of happiness and success.

## Periods and commas

- Place periods and commas inside quotation marks, unless the quoted term is technical.

USE	DO NOT USE
“Weekend College offers another option for those who wish to develop additional skills,” said John Smith, dean of the Faculty of Science, Trades and Technology.	“Weekend College offers another option for those who wish to develop additional skills”, said John Smith, dean of the Faculty of Science, Trades and Technology.

## Serial comma (also known as the Oxford comma)

- Canadian Press advocates omitting the serial comma unless doing so would be confusing.
- Since neither the usage nor omission of the serial comma is technically incorrect, choose one style to follow consistently and in a way that avoids ambiguity.

## Quotation marks

- Place periods and commas inside the quotation marks if they are part of the quote (see example in periods and commas above).
- Use single quotation marks to place a quotation within a quotation.

USE	DO NOT USE
“I heard her say, ‘I loved my student experience at Fanshawe College.’”	“I heard her say, “I loved my student experience at Fanshawe College.””

## Spacing

- Leave one space, not two, after each sentence.

USE	DO NOT USE
Fanshawe graduates get jobs. With current skills shortage in many areas, employers are turning to colleges like Fanshawe to train and re-train employees.	Fanshawe graduates get jobs. With current skills shortage in many areas, employers are turning to colleges like Fanshawe to train and re-train employees.

## Titles

Use italics for titles of compositions, including books, computer games, movies, operas, plays, TV programs and songs.

(*Maclean's* magazine publishes its university and college guide every year.)

If italics are not possible for technical reasons, quotation marks can be used.

## E.G. and I.E.

- A comma must follow the use of e.g. and i.e.
- e.g., means “for example” and it is used when offering an incomplete list or sample that represents a broader idea.
- i.e. stands for “that is,” and is used in place of “in other words” or “namely.” It specifies or makes something more clear.

USE
Join one of Fanshawe's intramural teams (e.g., softball, basketball and volleyball).
I like my business courses at Fanshawe (i.e., Global Market Strategy, Google Analytics, and New Media Marketing).

## Professional Titles

- Write titles using uppercase letters when they precede and form part of a personal name, even when the titles are set off from the name by commas. Avoid putting long titles before a name; opt to include them after the name or list them in a new sentence instead.

USE	DO NOT USE
Fanshawe College Vice-President Joe Smith	Manager of Employment and Student Entrepreneurial Services Jane Smith

- Write titles using all lowercase letters when they follow a personal name, former titles and titles used descriptively.

USE	DO NOT USE
Joe Smith, Fanshawe's vice-president of Student Services.	Joe Smith, Fanshawe's Vice-President of Student Services.

In formal College communications, including media releases and web stories, Dr. is used only for licensed health-care professionals. Do not use Dr. for people outside the health-care field. If pertinent, say a person has an earned or honorary degree and give the discipline.

In speaking notes, Dr. may precede the name of a person with an earned or honorary doctorate outside of health care.

## The

The word the is capitalized at the start of titles of books, magazines, movies, TV programs, songs, paintings and other compositions, as well as specialty TV channels when the is part of the name.

- The New Yorker
- The Sports Network
- The University of Waterloo

For consistency, lowercase the in all other names: companies, associations, institutions, newspapers, documents, laws, awards, ships, trains, nicknames, musical groups/bands and so on.

- the Royal Canadian Legion
- the Juno Awards

## URLs, web addresses and email addresses

Do not include “http://” or “https://” in web addresses unless required for the page to function.

**PLEASE NOTE:** When linking to the Fanshawe website internally, we recommend using “www.” The “www” is not required for external communications, marketing, advertising and social media materials.

INTERNAL USE	DO NOT USE
www.fanshawec.ca	http://www.fanshawec.ca

EXTERNAL USE	DO NOT USE
fanshawec.ca	www.fanshawec.ca

- For web documents, use the full URL, or hyperlink an appropriate term so the user knows where the link is taking them. Avoid using “click here.”

USE	DO NOT USE
If you have questions about financial assistance, please visit <a href="#">Financial Aid</a> .	If you have questions about financial assistance, please <a href="#">click here</a> .

## Web-safe file names

Web-safe file names are file names that will work reliably with all web servers, web browsers and browser versions.

**IMPORTANT:** when creating images or documents for the website, **please use web-safe file names:**

- No spaces
- Lower-case characters
- No special characters except the underscore (\_) and one dot before the file extension (.pdf or .doc)
- Examples:
  - landscaping.pdf
  - aviation\_technician.pdf
  - chef\_training.doc

## Vertical lists

- Short, simple lists are best written in sentence form, especially if the introduction and the items form a complete grammatical sentence. Other lists should be set vertically.
- A vertical list is best introduced by a complete grammatical sentence, followed by a colon.
- Consistency is essential. All items in a list should be constructed similarly (e.g., all noun forms or phrases).
- Do not capitalize items in a list unless they form proper sentences.

USE	DO NOT USE
The symptoms of a heart attack include: <ul style="list-style-type: none"><li>• dizziness</li><li>• shortness of breath</li><li>• confusion</li><li>• chest pain</li></ul>	The symptoms of a heart attack include: <ul style="list-style-type: none"><li>• dizziness.</li><li>• shortness of breath.</li><li>• confusion.</li><li>• chest pain.</li></ul>

- In a bulleted vertical list that completes a sentence and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, and a period should follow the final item. Since these list items form proper sentences, capitalize each line.

USE	DO NOT USE
Fanshawe remains committed to meeting labour market needs by providing innovative academic programs, including: <ul style="list-style-type: none"><li>• Launching seven new programs in the fall;</li><li>• Offering “Weekend College,” a convenient alternative learning format for working adults;</li><li>• Expanding university partnerships and transfer agreements for students to complete international degrees.</li></ul>	Fanshawe remains committed to meeting labour market needs by providing innovative academic programs, including: <ul style="list-style-type: none"><li>• launching seven new programs in the fall</li><li>• offering “Weekend College,” a convenient alternative learning format for working adults</li><li>• expanding university partnerships and transfer agreements for students to complete international degrees</li></ul>

## Other Reference Materials

### Brand guidelines

- Usage guidelines and downloadable files can be found on the Fanshawe Brand Resources site at [fanshawebrand.ca](https://fanshawebrand.ca)

### Convocation style guidelines

- For guidelines for referencing convocation and graduation terms, please contact the [Office of the Registrar](#).

## Word List

The following word list is a handy reference for troublesome words. It follows the Canadian Oxford Dictionary.

**a lot** (not alot)

**a while** (two words = noun: a period of time - e.g., one in a while, after a while, a while ago) — but awhile (one word = adverb: for a period of time - e.g., rest here awhile, he studied awhile before eating)

**all right** (not alright)

**adviser, advisory**

**affect** (verb: to have an effect on; noun: an emotion or mood)

**anyway** (not anyways)

**behaviour** (not behavior)

**centre, centred** (but use Center when it is part of a proper name: e.g., Lincoln Center, New York)

**charette** (not charrette, American spelling)

**cheque**

**colour**

**complement** (something that completes something else; or, the full number needed to work an office, ship, etc.)

**compliment** (an expression of praise)

**complimentary** (free of charge, or expressing praise)

**co-operative education, co-op, co-op work term** (not co-op placement)

**Counselling and Accessibility** (two Is, not one, in counselling)

**council** (noun: an advisory or legislative body)

**counsel** (verb: to advise; noun: advice or a lawyer), **but counsellor, counselling**

**Donald J. Smith School of Building Technology** (not School of Building Technology)

**definitely** (not definately)

**effect** (noun: the result of an action; verb: to bring about or accomplish)

**Early ID** (not Early I.D.)

**email**

**enrol** (not enroll), **enrolled, enrolling, enrolment**

**FANmail**

**favourite**

**grey** (not gray)

**half-mast** (not half-staff)

**health care** (noun) or **health-care** (adjective), **not healthcare**

**home page**

**honour, honourable, but honorary, honorarium**

**humour, but humorous**

**internet** (lowercase)

**its** (possessive)

**it's** (contraction of "it is")

**judgment**

**lay off** (verb), layoff (noun)

**liaison**

**Licence** (n.), **license** (v.)  
licensed, licensee, licensing

**2SLGBTQ+** (unless writing about a person who prefers an alternate acronym) (OK on first reference).

**manikin** (a dummy used in health-care simulations) versus mannequin (used to display clothing)

**Métis** (not metis)

**microcredential** (not micro-credential)

**millennium**

**Open Education Resources** (second reference: OER, not OERs)

**online** (most commonly) **or on line** (when referring to the power status of equipment) (Not on-line)

**Out Back Shack**

**peak** (mountaintop or apex), **peek** (a quick or furtive look), **pique** (verb: to engage or arouse; noun: resentment or bad temper)

**per cent** (not percent), **but percentage, percentile**

**post-secondary**

**recur vs reoccur**

**resumé**

**southwestern Ontario**

**The Fanshawe College of Applied Arts and Technology** (not the Fanshawe College...)

**Tipi** (Canadian spelling. Not teepee, US spelling)

**use** (verb: to employ something for an intended purpose); **utilize** (verb: to make practical and effective use of something, especially outside of its intended purpose)

**vice-president**

**web page, web server, website**

**Wi-Fi** (description such as "wireless network" is preferred in the first reference)