

II. WORD LIST

A

Alzheimer's disease

B

C

California regions—Northern California, Southern California

cell phone (n., adj.)

child care (n., adj.)

D

E

editor in chief (n.), editor-in-chief (adj.), editor in chief (p. adj.)

elder—Use for people 60 and older. Use *elder* or *older people* rather than *senior*. If *elder* could be confused with the title of the magazine in a particular context, recast or rewrite to avoid.

elderly—Usually refers to the very old. Avoid using in display copy if possible.

ELDR, ELDR magazine—All caps (roman, not italic) when referring to the magazine (don't use to refer to people). Website: eldr.com. **Exceptions:** Inspiring ELDRs; The Healthy ELDR, as these refer to our brand.

email—No hyphen, *but* e-commerce, e-tailing.

F

free-form (adj.)

G

gel, gelled (not *jell*)

Google (n., v.), Googling, Googled (v.)

H

health care (n., adj.)

health food (n., adj.)

high-end (adj., p. adj.)

homemade

I

J

K

L

LaLanne, Jack

the London *Times*, the *Times*

M

medium-high, medium-low (adj.), medium high, medium low (p. adj.)

N

natural-foods (adj.)

New York magazine

O

OK (not *okay*)

old-fashioned (adj.), old fashioned (p. adj.)

Old World

omega-3

P

percent—Spell out except in charts or other graphic elements.

Q

R

ripcoff (n.), rip off (v.)

S

Shabahangi, Nader, Ph.D.

slide show

so-called—The term that follows should not be in quotes.

T

tchotchke

teenage, teenager

timesaver, timesaving

trans fat (n., adj.)

U

V

vitamin—Lowercase (*vitamin A*).

W

Web, the—See also “Web Terminology” in Part III.

website

winemaker, winemaking

X

Y

Z

III

TREATMENT OF WORDS • NUMBERS • PUNCTUATION AND USAGE • GRAMMAR

A

ABBREVIATIONS AND ACRONYMS

Country names—Spell out in text, but commonly used abbreviations are OK (the *UK*). *U.S.* (note the periods) is OK as an adjective, but spell out as a noun.

U.S. state names—In text, spell out when standing alone or with a city name (*He came from Kankakee, Illinois. Former South Carolina Sen. John Edwards is running for president.*). In a postal address, use zip code abbreviations.

Names of people/initials—Use periods and no spaces (*P.D. James, M.F.K. Fisher*). **Three letters standing alone** are closed up with no periods (*JFK*).

Periods or not?—Use periods with **lowercase letters** (e.g., *etc., a.k.a., p.m.*); don't use periods with **capital letters** (*VP, CEO, USA*, but *U.S.*).

Titles of individuals—Abbreviate before the name, spell out after (*Sen. Dianne Feinstein; Dianne Feinstein, the senator from California*).

When to spell out—Common terms don't have to be spelled out (*CIA*). In other cases, on first use spell out the term and follow it with the abbreviation in parentheses if it appears more than once; thereafter, use the abbreviation. If the term is used only once, don't abbreviate it unless it's known more by its abbreviation, in which case follow the abbreviation with the spelled-out version in parentheses if it's not well known.

Academic degrees—Use periods and set off with commas. (*John Smith, Ph.D., spoke at the conference.*) (See "Doctor.")

Addresses—Spell out all terms except in postal addresses. In postal addresses, don't abbreviate street terms of four letters or less (*St., Blvd., Road, Lane*, etc.), and use zip code abbreviations for state names.

Ages—Always use **figures for people and animals** (but not for inanimates) (*The girl is 8 years old. The law is five years old.*). Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun (*A 5-year-old boy. The boy is 5 years old. The race is for 3-year-olds.*). Use regular number style for decades, and don't use any apostrophes (*They are in their 70s.*).

Ampersand—Use very sparingly: not to save space, because inconsistency results; not in decks or subheads; and only in heads when the ampersand serves as a design element.

OK to use in titles of regular columns (*Blogs & Forums*), but then it needs to be used in all titles of regular columns, for consistency.

B

BOOKS, PARTS OF

Titles—Italicize (*The Food Lover’s Companion*).

Chapters, appendixes, parts, tables, sections—Spell out and capitalize the word (*Chapter 3, Part II, Section 1, Appendix B, Table 6*).

How to list—Full author and publication information should be given—*Book Title: Subtitle*, by So and So (Publisher, date)—unless the book is very common. A convenient source for the information is the book’s page on Amazon.com.

BRAND NAMES AND TRADEMARKS

Spellings of product names should **retain capitalization of any trademarked words or proper nouns**. Generic words that don’t have a source-identifying meaning or aren’t trademarked as a phrase (*Books on Tape*) don’t have to be capped, although it’s OK to cap them if they appear that way in the product labeling, and if it makes more sense to cap them. **A good way to determine how much of the brand to lowercase is to plug the name into a sentence like this: “I’ll have a xxxxxxxx—any brand will do.”**

Example: GuS Dry Meyer Lemon soda. It’s *GuS Dry Meyer Lemon* on the label, but because *Dry* and *Lemon* are generic words that don’t have a source-identifying meaning, they can be lowercased. (*Meyer* is a proper noun and is capped.) So, it’s OK to say either *GuS Dry Meyer Lemon soda* or *GuS dry Meyer lemon soda*. However, in this case you would probably say, “I’ll have a soda,” not “I’ll have a dry Meyer lemon soda.” You might say, “I’ll have a lemon soda,” but it wouldn’t make sense to cap *Dry* and not *Lemon*, so *GuS Dry Meyer Lemon soda* is the way to go.

Logos—Words that are part of a logo should be rendered as they are in the logo.

Resources

Trademark Short Course
(www.sonnenschein.com/docs/docs_ipr/short_course_on_basi.pdf)

U.S. Patent and Trademark Office trademark search
(www.uspto.gov/main/trademarks.htm)

Webster’s Third New International Dictionary [unabridged] lists the correct spellings of many well-established trademarks and descriptions of the products.
