

“&” – allowed in names of companies, committees, (*possibly* events), etc.

In text, use “and”.

Abbreviations: only when space constraints absolutely *require*.

Address: 1371 Clague Road, Westlake OH 44145-2741

Adjectives, compound: e.g.: “full-spectrum treatment”. “full” modifies “spectrum”, but because “spectrum treatment” doesn’t make sense without “full”, we link the two parts of the compound adjective with a hyphen.

So “we tee off at 8:00 AM” but “tee-off time is”.

Commas: we use The Oxford Comma “A, B, and C ...”

(comma before ‘and’ avoids confusion – see right)

But in the sentence “I did A and B happened” = *no* comma before “and” (same for “or”).

Copyright: not worried about people stealing, but still good practice to allow **use** but request **credit** by using Creative Commons (cf:

<https://CreativeCommons.org/licenses/by/4.0/>) so we print “CC BY 4.0”

Dash: a single hyphen shouldn’t float between two ideas (wrong: “for dates - use the”).

Use an em-dash: “we wrote – they read”

cf: “Hyphen”.

Dates:

A. “ordinal” vs. “cardinal” number:

only use 1<sup>st</sup>, 2<sup>nd</sup>, etc in “meet on the 2<sup>nd</sup> of May”.

Otherwise (cleaner and simpler, so *preferred*) cardinal: simply “meeting is May 2”.

B. Decades: The decades are plurals, not possessives:

“the 1950s” (not “the 1950’s”).

(unless you mean plural possessive: “the 1950s’ styles were atrocious...”)

Document Management: as on this doc – page numbers, date, name or initials of author.

File Naming Convention:

Many folks want files on your computer organized by *date*:

e.g.: Minutes from January followed by February, then March, etc.

**UseSuggests** the date format “YYMMDD” (two-digits: Year, Month, Date)

e.g.: Minutes240112, Minutes240216, Minutes 240311 ...

Fonts: words only have meaning if people can read them. Follow the lead of the U.S.

Supreme Court and specify 12-point minimum.

Except six-point for “mice-type-uses”, e.g.: – the Creative Commons statement and the “Form” notice.



ALL CAPS: the brain uses ascenders and descenders to “see” the letters in a word. All caps eliminates that. Avoid the mistake of PUTTING HEADLINES IN ALL CAPS – headlines by their nature are already bigger and bolder, so you don’t need to. And they’ll be easier to understand.

Forms: using numbers and dates and page numbers (e.g.: the footer of *this* page) allows tracking revisions and knowing one has “the most current ...”

Graphic Standards:

Fonts: Georgia

Our logotype font is **Cooper Black** – but body copy ???

Colors: maroon, black.

Hyphen: used to connect two words (e.g.: “full-spectrum”); not to divide two parts of a sentence. cf: “Dash”.

Images for printed materials:

A. photos COPIED from websites or bulk emails are usually too low resolution.

B. better is an original IMAGE file (usually JPEG, JPG, PNG, TIFF).

C. rather than paste an image into a word processor or PDF document, Writer should send the image to the Designer attached to a SEPARATE email with the same Subject Line.

“log in” (verb) or “login” (noun or adjective)

Logo: Repro artwork for print and electronic use is —available from the Office Administrator.

Member (proper noun) “... the Members voted to ...”  
but “The Playhouse’s members volunteered to ...”

Over: although misuse has almost made “over six” acceptable, “over” is *spatial*, meaning “above”. For *quantity*, use “more than”.

Phone Numbers: for simplicity, no parentheses: nnn-~~nnn~~-nnnn

Playbill: we decided a better term than “program” for the booklet for each production.

QR Codes: whenever using a QR Code, always print with it the URL of the target page.

People who don’t like to work on their phones can click that link.

And when posting that URL, don’t use the whole hundred characters! Use a service such as bit.ly to create a Short Link. And customize the back end to the current project: e.g.: “bit.ly/ClagueSeasonSubscription”

Ticket URL: rather than “www.ClaguePlayhouse.org” that needs several links to get to the ticketing page, use the shortlink “bit.ly/ClaguePlayhouseTickets” (which points to <https://app.arts-people.com/index.php?ticketing=cplay>).

Times: If you want someone to “save the date”, *include Time* of Day and Year as well.

Format: “8:30 AM” but acceptable to simplify for the top of the hour “8 AM”.

Titles: “flowers to Mayor Pam Bobst at ...” with no commas.

Use commas only:

- a) when the *name* is added to *specify* the *title*  
 “to the Councilperson, John Doe, who is ...”  
 (hint: usually preceded by “a” or “the”.)
- b) when the title *follows* the name “for John Doe, President of Council, who ...”

Under: although misuse has almost made “under four” acceptable, “under” is *spatial* like “over” – for *quantity*, use “fewer than four ...”.

URL and Email Address *format*: to make it easier for the mind to “see” the words, use Initial Caps on the “words”, e.g.: “bit.ly/ClagueSeasonSubscription”

URLs – *short links*: bit.ly (and other providers) allow you to convert a full URL (e.g.: <https://www.youtube.com/channel/UC6MTt96fZt1q7gsQVVHpYqA>) to a name you choose (e.g.: bit.ly/ClagueLiveStream ). Let’s.  
 e.g.: Our YouTube Channel, use: bit.ly/ClagueOnYouTube

URLs – *https://www* – many if not most: e.g.: <https://www.YouTube.com/watch?v=SV2X9SbeExk> – will work WITHOUT the “https://www.” – so please simplify: delete those unneeded letters (but always test before publishing!).

Web Postings: because once content goes onto the Information Superhighway, it lasts FOREVER – help readers til the end of time by being explicit:  
 e.g. *not*: “James Flynn 7:30 PM this Sunday”  
 Whenever we Name a *Day* – we Name the *Date* (including the *year*)  
 e.g. *yes*: “ James Flynn 7:30 PM this Sunday, 6/8/19”

“Would like to ...” – doesn’t add anything, let’s simplify: because you’re already *doing* what you “would like to”, just delete these three words.

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