



UWINNIPEG STYLE GUIDE

INTRODUCTION

Generally speaking, we follow the Canadian Press (CP) stylebook with respect to formal communications such as articles, media releases, and major institutional correspondence. Style preferences may differ in less formal contexts, including marketing copy and other instances, as outlined in this document.

To the best extent possible, please adhere to the following guidelines and reminders. Direct all questions to communications@uwinnipeg.ca.

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1. INSTITUTION-SPECIFIC

Shorthand

- Short form for The University of Winnipeg is “UWinnipeg” (not “the UWinnipeg”). It should be used in consideration of length, tone, repetition, and once the full name has been used first in more formal documents.
- The abbreviation “U of W” should be avoided (although it is favoured by local media and used by many as verbal shorthand); in cases where space is so limited that “UWinnipeg” will not fit, default to “UW”.
- Short form for “The University of Winnipeg Collegiate” is “the Collegiate” or “UWC,” used in consideration of length, repetition, and context.
- The abbreviation for Professional, Applied and Continuing Education is “PACE” and should be written without periods. The full name does not have an Oxford comma.

Capitalization

- Use capital “T” but lowercase “o” in “The University of Winnipeg” even when it appears in the middle of a sentence.
- When referring to universities in general, do not capitalize the “u”: (“there are dozens of Canadian universities”); when referring specifically to The University of Winnipeg and the context is understood, capitalize the “u”: (“this policy affects all University departments on campus”).

Named Spaces

- Strive to use the commemorative name of locations and institutional entities in formal communications — particularly event invitations, agendas, and programs:



- Annabelle and Herb Mays Education Commons (lower level, AnX)
- Asper Centre for Theatre and Film
- Axworthy Health and RecPlex
- Carl Ridd Sanctuary (chapel in Bryce)
- David F. Anderson Gymnasium (gym in Duckworth)
- Gupta Faculty of Kinesiology and Applied Health
- Portage Commons (campus front lawn)
- Power Corporation Atrium (atrium in RCFE)
- Thomas Sill Community Multi-Purpose Room (RecPlex)

2. GRAMMATICAL

Spelling

- UWinnipeg style is normally Canadian/British spelling: -our, (not -or) for labour, honour, and other such words. When in doubt, use the Canadian/British spelling of a word.
- “Honorary” is always spelled without a “u”: honorary degree
- Use the Canadian/British spelling (single “l”) for the words “enrol” and “enrolment,” which still correlate with “enrolled” and “enrolling.”
- Spell “counsellor” with double “l.”
- It is preferred to use “and” rather than an ampersand in departmental names and most formal text. Exceptions may be made when spacing or character limit is an issue, and in less formal contexts.
- Use the accented é in the word Métis, except when referring to the Manitoba Metis Federation (MMF) for consistency with the organization’s preferred spelling. (Press “Alt” and enter “0233” to insert the accented é.)



Punctuation

- Use the serial (Oxford) comma as a rule, not just for clarity. Make exceptions for established organizational names that do not use it.
- Follow the American style of punctuation placement with respect to quotation marks:
 - Periods and commas always inside the parentheses
 - Colons, semi-colons, and dashes always outside the parentheses
 - Question marks and exclamation marks go inside parentheses if part of a direct quote, otherwise outside

Plural and Possessives

- Usually, numbers, words, and letters that are used as words are pluralized by adding only “s” — no apostrophe: (“Harry loves music from the 1960s” or “Sally has two PhDs: one in English and one in History”).
- Graduates may be referred to as alumna, alumnae, alumnus, or alumni:
 - alumna = one female graduate
 - alumnae = more than one female graduate
 - alumnus = one male graduate
 - alumni = a group of male or a mixed group of male and female graduates
- Even if the singular noun ends in “s,” make it possessive by adding apostrophe “s”: (“James’s lecture begins in an hour”).
- For singular and plural nouns not ending in “s,” add an apostrophe and an “s” to form the possessive case: (father’s pipe, Women’s Auxiliary.)
- Plural nouns ending in “s” or “es” take the apostrophe alone: (“The University of Winnipeg Students’ Association is hosting a party”). When an organization’s name deviates from this rule, defer to their practice as a courtesy: (“She is a member of the Criminal Justice Students Association.”)



Dashes

- Place one space on either side of the em dash: (“In the last century — when Johnson was a child — large families were common”).
- Use an en dash for number spans, with space on either side of the dash: (“the class has room for 18 – 20 students”).
- Remember to hyphenate compound adjectives that come before a noun such as “five-year-old girl,” “full-time student,” and “easy-to-follow directions.”

3.ACADEMIC REFERENCES

Capitalization

- In general usage, academic subjects should be listed in lower case, unless the subject is also a language: “She is majoring in geography. He enjoys his mathematics course. He is an English literature major.”
- Do capitalize specific courses: “I’m taking Psychology 104.”
- When a subject is described by its official name, course, or program title, it should be capitalized, but lowercase when the reference is informal or plural: “She teaches in the Department of Geography. He consulted the geography department. The departments of biology and chemistry presented a joint lecture.”
- The word “Faculty” should have an initial cap when referring to the academic entity (“Faculty of Science” or “Each Faculty took part in the presentation”) but lowercase when referring to academic staff (“Please invite faculty and staff to the meeting.”)



Degrees

- Use uppercase when referring to a specific credential, lowercase when the reference is general. Abbreviate degrees without periods:
 - Bachelor of Arts (BA), a bachelor’s degree in criminal justice
 - Bachelor of Arts Honours degree [BA(Hons)]
 - Bachelor of Business Administration (BBA)
 - Bachelor of Education (BEd)
 - Bachelor of Laws (LLB)
 - Bachelor of Science (BSc)
 - Doctor of Philosophy (PhD)
 - Master of Arts (MA)
 - Master of Science (MSc), a master’s degree in computer science

- Master’s degree always has an apostrophe, though the program name itself is singular: “If you complete the Master of Arts program, you will receive a master’s degree.”

- When referencing an alumnus/alumna, try to include the graduate’s degree in abbreviated form with year of graduation using the last two digits, without apostrophe: “Anita Drinck (BA 92) was recently appointed to the Board of Regents.”

4. OTHER FORMATTING

Titles and Honorifics

- Formal titles directly preceding a name are capitalized: Prime Minister Justin Trudeau; UWinnipeg President Annette Trimbee; Professor Joe Smith. They are lowercase standing alone, when it follows the name, and in plural uses: the prime minister; Joe Smith, physics professor; presidents Annette Trimbee and David Barnard.



- Job titles following a name may be capitalized in more formal contexts — as is the case on stationery, in event programs and listings, or on an invitation in which the person is noted.
- Always capitalize these University titles, regardless of context: President and Vice-Chancellor, Chancellor, Dean.
- In articles or citations, use an honorific such as “Dr.” only in the first reference and/or heading.
- Use first and last name for the first identification of a person. In formal contexts such as media releases and articles, use last name in second and subsequent references: “Margaret Atwood’s nature imagery is very evident in chapter two of her most recent novel. Atwood uses this type of imagery to stress the connection between people and the land.”
- Use of the first name for subsequent references is suitable in less formal contexts, such as internal messages when there is collegial familiarity with the subject: “John Johnson has retired from the University. We are grateful to John for all of his work.” Use of first name is suitable in articles and citations when there is a desire to convey informality.
- Capitalize all proper names, trade names, names of departments and agencies of national and provincial governments, names of associations, companies, clubs, religions, languages, nations, ethnicities, places, and addresses.

Headlines

- Write headlines for brevity but not at the expense of usefulness or description.
- Use sentence case for headings in articles and news releases, capitalizing proper nouns. Do the same for photo captions.



- Capitalize each word in a headline or subheading of advertisements and other marketing-focused documents or instances, except: a, an, the, at, by, for, in, of, on, to, up, and, as, but, or, and nor.

Attributives

- Ensure consistency of tense, when attributing quotes within a story and across a document.
- Normally, use the past tense when attributing quotes within a story, as it is more precise: “The past tense is technically more precise in this case,” he said.
- Strive for simplicity when choosing attributives, to minimize distraction. Default to “said” in most formal contexts such as announcements, media releases, and citations. Alternatives to “said” may be used to avoid excessive repetition.

Times and Dates

- Times should be written in full, including the suffix in lowercase (no periods) preceded by a space, when the time appears in body text of most materials: “The event begins at 7:00 pm.” — however the suffix can be made uppercase as a stylistic choice in graphic designed materials.
- Spans of time should be separated by an en dash, and written in full. A suffix should be included, but not repeated: “11:30 am – 1:45 pm” OR “9:15 – 10:45 am”
- Do not use suffixes on numbers in dates: “January 1, 2017” not “January 1st, 2017.”
- Spell out the entire month unless space will not permit.
- A comma is not used when citing month and year only: “February 2017.”



- It is preferred that the names of seasons (spring, fall, etc.) not be capitalized: “Registration for spring term has begun.” Specific University events, however, may be capitalized: “Join us for Spring Convocation.”
- Use “fall” to describe the season between summer and winter in all cases (“back to school in the fall” or “the fall term”) with the exception of “autumn” in reference to convocation.

Contact Information

- Phone and fax numbers should appear without brackets and with periods, not hyphens: “204.786.9381.”
- Whenever possible, an email contact should be provided along with a phone number and separated by a vertical bar with space on both sides: “Contact us at communications@uwinnipeg.ca | 204.786.9381.”
- The University’s website address or a shortcut URL to a UWinnipeg web page should appear on all printed documents where it is reasonable to do so. Do not use web prefixes (<http://> or www) as they are not required: “uwinnipeg.ca/convocation.”
- Use web shortcuts wherever possible; if it does not exist, seek to create one rather than including a long and cumbersome URL.
- Use the hashtag #UWinnipeg to identify the University in social media posts.

Emphasis

- Italicize titles of compositions, including books, movies, operas, plays, TV programs, and songs. If the reference occurs in a block of text that is already italicized for general emphasis, use quotation marks around the composition.



- Avoid overuse of bold text for emphasis, as multiple bold references in a single block of text can be both distracting and defeat the purpose of using bold for specific emphasis in the first place.

5. ON THE WEB

Links

- On web pages (and in electronic documents), hide the URL by making body text clickable.
- When linking to non-html content, indicate the document file type in square brackets, along with the file size: “Parking Map [PDF: 7.1 KB].”
- Rather than link the words “click here,” strive to make clickable text meaningful and descriptive.

Text

- Try to break up long blocks of text on web pages with subheadings.
- Avoid using underlines for emphasis on web pages so the text will not be confused with a hyperlink.
- When indicating dollar figures on a webpage, indicate the appropriate currency: “The conference fee is \$250 CDN.” If there are multiple figures, it may be cleaner and/or more expedient to include a blanket statement: “All prices are listed in Canadian dollars.”

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