

Introduction

The University's style guide is based partly on *The Canadian Press Stylebook* and partly on Strunk and White's *Elements of Style*. The Indigenous style section is based on *Elements of Indigenous Style*. The style guide defines a standard and ensures consistency across all internal and external communications — print and digital. It is not intended to be used for academic publications, which adhere to their own styles and formats. Where not specified, follow the style rules as outlined by *The Canadian Press Stylebook* and spellings as listed by the *Oxford Canadian Dictionary*.

Spelling

Mount Allison uses the following spellings:

advisor	ensure (make sure of)	Master of Arts
all right (two words)	extracurricular	midterm (no hyphen)
alumna (fem. sing.)	fall (season)	Mi'kmaq (plural)
alumnae (fem. pl.)	First World War	Mi'kmaw (singular)
alumnus (sing.)	focus, focused, focuses, focusing	okay
alumni (plural)	francophone (lowercase)	online (no hyphen)
analyze, analyzing	fulfil, fulfilled, fulfilment	postgraduate
anglophone (lowercase)	full time, a full-time job	post-secondary
bachelor's degree	fund raising (two words, no hyphen)	practice (noun; adjective)
Bachelor of Science	great-grandfather, great- aunt (hyphenated)	practise (verb)
benefit, benefited, benefiting	health care (noun)	program, programming
Central Canada	health-care (adjective)	protestor
centre, centred, centring	honour, honoured	publicly
centre on (not around)	honorary	Second World War
century, 21 st century	Indigenous (capitalized)	set up (verb, two words)
co-curricular (hyphen)	insure (cover loss)	setup (noun, one word)
co-ordinate (hyphen)	internet (lowercase)	shortlist (verb, one word)
co-operate (hyphen)	lead (verb), led, leading	short list (noun)
counsellor	licence (noun)	spring (season)
decision-making	license (verb)	subcommittee
defence, defensive	long-term (hyphenated when an adjective)	summer (season)
desktop (one word)	Lyme disease	travel, traveller, travelling
dietitian	the Maritimes	underway (one word)
East Coast	Maritime provinces	vice-president (hyphen)
Eastern Canada	master's degree	website (one word)
e-mail (hyphen)		web page (two words)
enrol, enrolled, enrolling, enrolment		well-being
		Western Canada
		winter (season)

Numbers

Spell out numbers between one and nine, and use numbers for everything from 10 on. For grades, use numerals and uppercase the word grade: Grade 1, Grade 11. For centuries: 21st century.

Canadian conventions

- Use “our” instead of “or” as in flavour, colour, labour, honour, favourite
- Use “re” instead of “er” as in centre and theatre
- Use “z” not “s” in verbs such as theorized, apologized, capitalized

Sports terms

vs. (used in sports schedules and agate); shut out (verb), shutout (noun); play off (verb), playoff (noun); face off (verb), faceoff (noun/adj.); kick off (verb), kickoff (noun/adj.); quarter-final; semifinal; defence, defensive, defenceman; offence, offensive.

French

Mount Allison does not have an official translation of its name, so in French text use Mount Allison University or l’université Mount Allison (lowercase “université.”)

Capitalization

When talking about Mount Allison as the University, uppercase the “U” and abbreviate only after the whole name has been used once already. For example: “Mount Allison University has a strong record for teaching and research. The University takes pride in this achievement.” Other nouns that become proper nouns through use can be capped in the same way on second reference. For instance, “The Campaign was a successful one.”

Titles

Capitalize formal titles that directly precede a name, but lowercase them when they appear after a name, when they stand alone, or in plural uses. Formal titles are those that are almost part of a person’s name — they could be used with the surname alone.

For example:

Vice-President, Finance and Administration Robert Inglis is announcing the budget today.
Robert Inglis, vice-president, finance and administration, is announcing the budget today.
The vice-president, finance and administration is announcing the budget today.

Job descriptions should be lowercased (i.e. athletic director Pierre Arseneault).

Titles should be capitalized in applications such as business cards or e-mail signatures.

The titles of the highest-ranking individuals in any one institution or company should always be capitalized. For instance, at Mount Allison, President and Vice-Chancellor as well as Chancellor should be capitalized regardless of where they appear in a sentence.

For example:

The President met with the Chancellor, the vice-president, academic and research, the associate registrar, and the director of marketing and communications.

References to former chancellors and presidents are not capitalized. For example: “President and Vice-Chancellor Dr. Jean-Paul Boudreau met with former chancellor John Bragg.” References to former prime ministers, senators, etc. are also lowercase: former prime minister Brian Mulroney, former senator Robert de Cotret, former president Barack Obama.

Lieutenant-governor (pl. lieutenant-governors, both hyphenated) is lowercased unless used in connection with the current lieutenant-governor’s name. i.e. the lieutenant-governor said... Lt.-Gov. Jocelyne Roy-Vienneau said... former lieutenant-governor Herménégilde Chiasson...

Governor general (pl. governors general, no hyphen) is capitalized in all references to the Canadian incumbent (i.e. The Governor General said... Gov. Gen. Julie Payette says...), otherwise it is lowercased (i.e. former governor general David Johnston.)

Departments, degrees, and subjects

Lowercase the names of subjects, with the exception of languages — English, French, Spanish, Japanese, and German.

Capitalize the five degree programs: Arts, Commerce, Fine Arts, Music, and Science; all faculties; and departments and programs. Departments should be referred to as the “Department of (name).” The word “program” should not be capitalized. Department can be capitalized on second reference, but only after the whole name has been used once.

For example:

- Stella is an Arts student who is completing a degree in religious studies.
 - Department of Sociology (but Sociology department)
 - Canadian Studies program
 - Faculty of Social Sciences
- Mary is working on a Music degree, while Janna is studying psychology.
- The Department of Physics is hosting a conference. The Department is currently holding registration for the conference.

Capitalize the names of administrative departments and centres on campus. For example: Human Resources, Student Life Office, Wellness Centre, International Centre.

Also:

- Bachelor of Arts, but bachelor’s or bachelor degree
- Master of Science, but master’s degree
- Valedictorian is capitalized when used as a title
Ex. Valedictorian Jill Clairo/Jill Clairo, the 2016 valedictorian

- Reunion Weekend, Reunion, Homecoming, Convocation Weekend, Women’s Hockey Reunion
- Football Mounties, Basketball Mounties, etc., but Mounties’ basketball/football, etc.
- Use Town of Sackville, Province of New Brunswick, etc. in reference to the corporate entity, but “lived in the town of Sackville/province of New Brunswick”

Punctuation

Commas and periods

When listing a series of items, use a comma after the second-last item and before the “and.” For example, “Mount Allison is known for its strong undergraduate courses, its diversity of programming, and its traditions.” This is known as the Oxford comma.

Use one space only after periods and commas.

Italics

All book, magazine, play, song, newspaper, album, and exhibit titles, as well as names of films and television programs should be italicized. (ex. *Maclean’s*, *The National*, *The Argosy*, the *Record*). Use quotation marks for poems, articles, and works of art. Italicize non-English words (*alma mater*). Capitalize course names and conference titles, but do not use italics or quotation marks.

Quotation marks

Commas and periods should be placed within the final quotation mark, not after. For example, “We live by the motto “*mens sana in corpore sano*.”

Proper typographers’ quotes should be used instead of inch and foot marks.

Apostrophes

Use an apostrophe to show the class year of alumni. For example, Anthony Merrifield (’39).

Use an apostrophe to form the possession of Mounties. “Did you see the Mounties’ football game?”

Hyphens/em dash

Use a hyphen only when splitting a word over two lines. For elongated pauses within sentences, use an em dash with a space before and after the dash. For example, “This year we are asking that most donations be given in support of one cause — scholarships and bursaries.”

Multiple nouns are hyphenated when used as adjectives. For example: “The Purdy Crawford Centre is home to a state-of-the-art theatre.”

Use a hyphen when writing a range of years: 1987-89 or 1998-2004.

Abbreviations

Abbreviate Mount Allison University only as Mount A or Mount Allison and, in rare cases, MtA for internal audiences or in informal communications.

Dates, time, and addresses

Abbreviate months and use periods after the abbreviation when months are used in a specific date. For example, Dec. 14 or Dec. 14, 2020, but December 2021. Only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. are abbreviated.

To designate time (morning or afternoon), use a.m. and p.m. (lowercase with periods). The minutes are not included for a time on the hour. (For example, use 7 p.m. not 7:00 p.m.).

When writing addresses, abbreviate the street, road, etc. if you are including the number (i.e. 62 York St., but York Street.)

Provinces, states, and countries

When referring to provinces, use the two-letter abbreviation, without periods, unless the province spelled out sounds better in the context of the sentence. The exceptions to this rule are the Northwest Territories (NWT) and Prince Edward Island (PEI) for recognition.

New Brunswick — NB

Nova Scotia — NS

Prince Edward Island — PEI

Newfoundland and Labrador — NL

Ontario — ON

Quebec — QC

Manitoba — MB

Saskatchewan — SK

Alberta — AB

British Columbia — BC

Northwest Territories — NWT

Nunavut — NU

Yukon — YT

U.S. states follow the same rule: a two-letter abbreviation without periods. As a general rule, country names should be written out in full, however, for countries that are commonly abbreviated, such as the U.S. and the U.K., use periods.

Degrees and professional designations

Use capital letters but no periods and no spaces between the letters in degrees and professional designations:

BA

BSc

BComm

BFA

BMus

LLD

MA

MSc

PhD

PEng

CA

CAAP

Numbers

For pounds and ounces, abbreviate without spaces or periods. For example, “Mary Brown had a daughter weighing 7lbs2oz.”

For measures of length, abbreviate without the use of periods or spaces. For example, “I live 2.8km from work and the speed limit on my way there is 50km/h.”

When writing decades, a comma is not used between the “s” and the number, but an apostrophe is used before the year if only the last two numbers are included. The final “s” is written lowercase. For example, “She graduated in the ’60s. We lived through the 1970s.”

Class year

The class year should be abbreviated after a person’s name: ex. Alex Colville (’42), but written out in full when referring to the class of a particular year, ex. Class of 1982.

Order of Canada

The Order of Canada has three levels: companion (CC), officer (OC), and member (CM).

Writing style & general grammar

Active voice

Whenever possible, write in the active voice.

Examples of active voice:

- Mary says yesterday’s lecture was the best one she ever attended. (use **says** not said)
- Sam picked up the books. (passive: The books were picked up by Sam.)

That/which

‘That’ often introduces an essential clause, one that cannot be omitted, while ‘which’ introduces a non-essential clause, one that adds information that can be omitted without changing the meaning.

Examples:

- The house that is painted white is mine.
- The house, which was built in 1940, is white.
- I saw the movie that opened at the Vogue last week.
(It’s not just any movie, it is one that opened at a specific theatre.)
- The movie, which cost \$4 million to make, has made a killing at the box office.
(One could omit the additional information about how much the movie cost to make without undermining the essential point of the sentence.)

‘Which’ clauses are generally preceded by a comma; ‘that’ clauses do not require a comma. If the sentence does not require a comma, ‘that’ is generally the correct word to use.

Indigenous style

Works by Indigenous authors or with Indigenous content follow the standard rules outlined in this style guide, except where these disagree with Indigenous style. In those circumstances, Indigenous style will prevail.

Terminology

- Aboriginal Peoples — all First Nations, Inuit, and Métis people in Canada — while still appropriate, is being replaced by the term “Indigenous”; always used as an adjective, never a noun
- First Nations — Indigenous Peoples within Canada who do not identify as Métis or Inuit; plural adjective or plural or singular noun
- Indian — used only to refer to the status of individual people under the Indian Act (but better to use “Status Indian” or “Status Indian under the Indian Act”)
- Indigenous Peoples — First Nations, Inuit, and Métis peoples in Canada collectively; Indigenous Peoples worldwide collectively; always used as an adjective; when possible, it is better to be specific (i.e. “Theresa Cardinal is Cree from Saddle Lake Cree Nation,” as opposed to “Theresa Cardinal is an Indigenous person”)
- Inuit — Indigenous People who traditionally live in the Arctic regions of what is now Canada, Greenland, and Siberia; can be an adjective as well as a collective noun; the word means “the people” so it does not require an article or the qualifier “people” (i.e. “Inuit are traditional hunters of the whale” as opposed to “The Inuit are..” or “The Inuit people are..”)
- Inuk — singular noun referring to an individual (i.e. “This Inuk is a celebrated Inuit musician” is correct but “The musician is an Inuk” or “He is an Inuk musician” are not.)
- Métis — this term has many contexts in Canada. It can describe an Indigenous People who emerged during the fur trade from the intermarriage of people of European descent and of Indigenous descent and who were at the centre of the Red River Resistance (1869-70) and the Riel Resistance (1885) — the term “the Métis” refers exclusively to this group. Métis also refers to people who identify as having mixed Indigenous and non-Indigenous heritage and who do not descend from the Métis of Red River. The term “Métis peoples” can be used as an umbrella term to refer to everyone of mixed Indigenous and non-Indigenous heritage, including people of Red River heritage and others. “First Nations, Inuit, and the Métis” implies a focus on the Métis of Red River Heritage. “First Nations, Inuit, and Métis peoples” indicates a broad focus on all people of mixed Indigenous and non-Indigenous heritage. Métis is a plural or singular noun or an adjective.
- Mi’kmaw (singular)
- Mi’kmaq (plural)
- Wolastoquyik (pron: wool-USS-da-guh-way) — use instead of Maliseet

Capitalization

Terms for Indigenous identities; Indigenous governmental, social, spiritual, and religious institutions; and Indigenous collective rights should be capitalized, including:

- Chief
- Clan
- Matriarch
- Elder
- Sweat Lodge
- Traditional Knowledge

Possessives

Avoid using possessives when referring to Indigenous Peoples (i.e. “Canada’s Indigenous Peoples” or “our Aboriginal Peoples” or “the Indigenous Peoples of Canada”) as it implies that Indigenous Peoples are “owned” by Euro-colonial states. Instead use “Indigenous Peoples in Canada” or “Indigenous Peoples in what is now Canada.”

Local place names and First Nations communities

- Eel River Bar
- Elsipogtog
- Esgenoôpetitj
- Eskasoni
- Fort Folly
- Glooscap
- Listuguj
- Membertou
- Metepenagiag
- Millbrook
- Pabineau
- Paqtnkek
- Potlotek
- Sipekne’katik
- Tobique
- Wagmatcook
- We’koqma’q

Web style

Menu titles on the University website

Only the initial word in each menu title should be capitalized, with the exception of programs and departments or proper names, which should have each word capitalized. In the interests of space, use the & symbol in menu titles. For example: Campus tours, Study abroad & exchange, Applied Physics, Geography & Environment.

Use Mount Allison in full for menu titles where possible and Mount A when space does not permit the full name to be used.

Website addresses

Website addresses are sometimes bracketed, as are e-mail addresses, to avoid confusion. But if they are at the end of a sentence and not bracketed, they should not be followed by a period. The letters www can now be eliminated from most URLs.

Fonts

The University's primary print fonts are:

- Garamond Premier Pro (serif)
- Myriad Pro (sans serif)

The alternatives, should these not be available, are:

- Times (serif)
- Verdana (sans serif)

For more on fonts and their usage, see the Mount Allison brand guide, which can be found at www.mta.ca/communications