

## **Canadian Trade Enclave Mission Statement**

The Canadian Trade Enclave strives to provide Canadian and international entrepreneurs with information that is relevant to them in their pursuit of achieving success in global markets. Emphasis is placed on how Canadian research institutes, universities, and private and public sector organizations can help facilitate in the cost-effective development of practices, materials, and distribution.

## **Canadian Trade Enclave Style Guide**

Since the *Canadian Trade Enclave* will be circulated to a typically educated and business-minded audience. Articles should be written in a professional tone. They should also be concise, informative, and should leave the reader with an understanding of the opportunities available in a specific economic sector.

The following is a short list of style points to ensure consistency between articles within the publication. For anything not mentioned in the below list, including quotations, follow the *Canadian Press Style Guide*.

### **Acronyms**

When mentioning the name of a company or organization, write the complete name on the first mention followed by a bracketed acronym. Use the abbreviation each time thereafter. If company or organization is only mentioned once in the article, do not follow up with an acronym.

#### **Example:**

The Business Development Bank of Canada (BDC) provides entrepreneurs with capital funding. Contact the BDC at...

### **Capitalization**

Use capitals for pronouns and acronyms. Do not capitalize words to add emphasis.

### **Italics**

Italicize the names of publications and reports. Be sure to italicize “The” if it appears in the publication’s title.

#### **Example:**

*The Economist*, *The Globe & Mail*, *The Downtown Master Plan*, but the *Toronto Star*

Also use italics when using a word in a language other than English.

Example:

The man said he was experiencing *déjà vu*.

**Numbers**

Write numbers one to nine alphabetically. All numbers 10 and up, write numerically, except numbers exceeding one million. If there is a decimal point, write numerically.

Example:

1,2,3,4,5,6,7,8,9, ten, eleven, etc. But one million, two million, 1.2 million.

**Money**

When referencing money, always write dollar amounts numerically preceded by the dollar sign. Write numbers that exceed one million numerically with the dollar sign.

Example: \$0.25, \$1, \$100,000, but \$1 million, \$2 billion, etc.

**People and Titles**

When referring to people, use their whole name on the first mention followed by their title. On all other references to the same person, use only their last name. Use the *Canadian Press Style Guide* with titles – lowercased, except for when it is a person whose title is synonymous with their name – Prime Minister Stephen Harper, President Bush, Pope John Paul II, etc. Only use “Dr.” in reference and only on the first mention. Do not use Mr., Mrs., Miss, or Ms.

Example:

“The company is doing well,” says John Smith, president of Humboldt Corporation. Smith says...

**Headlines**

For headlines, only capitalize the first word and pronouns.

**Slang and Colloquialisms**

Avoid the use of slang and regional terms that may not be easily understood by the reader.

**Voice**

Prefer the active voice instead of passive voice.

Example:

Active – Bill threw the ball.

Passive – The ball was thrown by Bill.

### **Canadian vs American English**

Since this is a Canadian publication, and the word ``Canadian`` is in the title, use Canadian English for words that differ between Canadian and American English. Also avoid the use of serial commas.

Example:

<u>Canadian</u>	<u>American</u>
labour	labor
neighbour	neighbor
colour	color
centre*	center*

\*Use the preferred spelling of organizations for such words.

Example:

Center for Social Justice (American), but Centre for Addiction and Mental Health (Canadian)

### **Useful Resources**

*The Elements of Style* by Strunk and White

*Politics and the English Language* by George Orwell

*On Writing Well* by William Zinsser