Kreative Diadem Style Guide (Version 1.0)

Excellent art is brewed when focus merges with direction

Kreative Diadem Style Guide (Version 1.0)

Table of Contents

The essence of style guide for editors is to enhance uniformity and boost quality in our published works. It is an attempt to create a framework for the use of English language in fiction and non-fiction works. The style guide will continually undergo evolution to resonate with best practices when it comes to literary works. This style tilts towards the usage of British English. Exceptions that you think will enhance beauty, originality and flow are allowed. Editors are permitted to make full use of their discretions and have the license to deviate in peculiar occasions from the style guide.

1. Capitalization

1a. Unless it is a government position (directly before the proper noun), job titles *should not* be capitalized.

CORRECT: head football coach Stephen Keshi

INCORRECT: Head Football Coach Stephen Keshi

CORRECT: dean of arts Joe Artman

INCORRECT: Dean of Arts Joe Artman

CORRECT: President Muhammadu Buhari

INCORRECT: president Muhammadu Buhari

CORRECT: Minister of Finance Kemi Adeosun

INCORRECT: minister of finance Kemi Adeosun

CORRECT: Muhammadu Buhari, president

INCORRECT: Muhammadu Buhari, President

1b. Capitalize **the Super Eagles**, *not* the type of sports team

CORRECT: Nigeria's Super Eagles football team

INCORRECT: Nigeria's Super Eagles Football Team

1c. Capitalize names of universities (ex. University of Ibadan), *not* departments or faculties

CORRECT: The faculty of medicine

INCORRECT: The Faculty of Medicine

1d. Capitalize only the first word of a headline, aside from proper nouns / names

CORRECT: Protesters oppose Strunk's new style guide

INCORRECT: Protesters Oppose Strunk's New Style Guide

1e. Do not capitalize committees

CORRECT: the committee of international affairs

INCORRECT: The Committee of International Affairs

1f. Lowercase "the" in band names and publications

CORRECT: the *Punch Newspapers*

INCORRECT: The *Punch Newspapers*

CORRECT: the Who

INCORRECT: The Who

1g. Lowercase animal and bird names unless they are derived from proper nouns / names

CORRECT: the red-breasted nuthatch

INCORRECT: the Red-Breasted Nuthatch

CORRECT: the Krüper's nuthatch (from the German naturalist Theodor Johannes Krüper)

INCORRECT: the kruper's nuthatch

1h. Lowercase "federal government." Capitalize "Senate" when it refers to **a government body** but **not** when it refers to **university governance**. Do not capitalize "board of governors" and avoid using terms like "University of Lagos Board of Governors" as proper nouns.

CORRECT: The federal government instituted the new immunity bill today.

INCORRECT: The Federal Government instituted the new immunity bill today.

CORRECT: The senate and the board of governors of the university are both comprised of students, faculty and members of the community.

INCORRECT: The Senate and the Board of Governors of the university are both comprised of students, faculty and members of the community.

INCORRECT: The University of Ibadan Board of Governors and the Senate are both comprised of students, faculty and members of the community.

1i. Capitalization as it relates to common websites (*what is listed is the accepted spelling and capitalization of words for Kreative Diadem*):

Twitter

tweet

Facebook

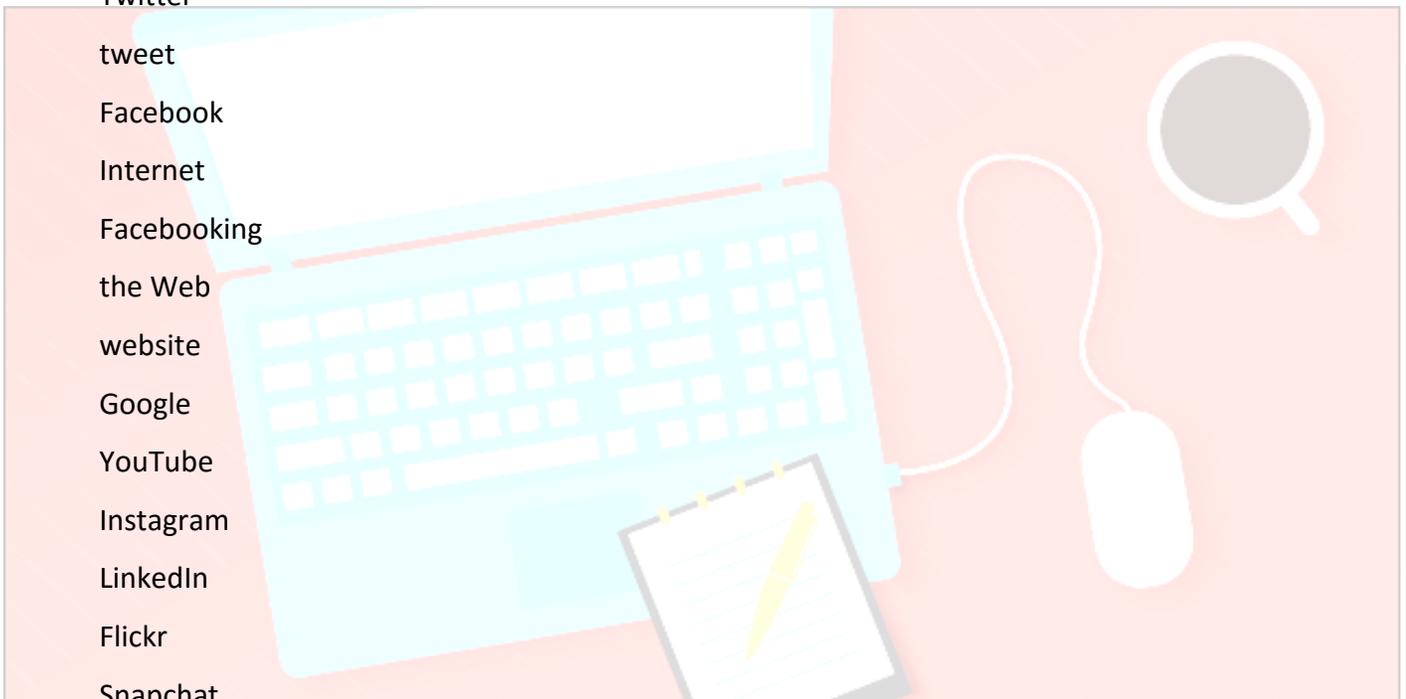Internet

Facebooking

the Web

website

Google

YouTube

Instagram

LinkedIn

Flickr

Snapchat

web page

1j. Lowercase "party" unless stated in the full name of a political party

CORRECT: The opposition party held convention last week.

INCORRECT: The Opposition Party held a convention last week.

CORRECT: The Peoples Democratic Party of Nigeria is no longer the official opposition in Nigerian Senate house.

INCORRECT: The Peoples Democratic party of Nigeria is no longer the official opposition in Nigerian Senate house.

1k. "Council" is always lowercase except at the beginning of a sentence.

CORRECT: The Students' Disciplinary council meeting took four hours.

INCORRECT: The Students' Disciplinary Council meeting took four hours.

CORRECT: The council meeting took four hours.

INCORRECT: The Council meeting took four hours.

2. Punctuation

2a. Punctuation always goes within quotations*

CORRECT: "I have no idea where the suspect went," said Janet.

INCORRECT: "I have no idea where the suspect went", said Janet.

CORRECT: "We need to take action before it's too late."

INCORRECT: "We need to take action before it's too late".

*Consult 2i for use of colons / semicolons with quotations

2b. Plural possessive nouns should have an apostrophe after the "s" (if applicable)

CORRECT: You should consider others' feelings before acting.

INCORRECT: You should consider other's feelings before acting.

2c. When using a name that ends in "s," an "s" appears after the apostrophe

CORRECT: It remains to be seen if John Charles's car can actually fly.

INCORRECT: It remains to be seen if John Charles' car can actually fly.

2d. In instances where you are listing a number of different items, you don't need to employ the Oxford comma (the comma appears before the 'and' in listing the last of a select group)

CORRECT: There were bananas, grapes, oranges and apples in the bowl.

INCORRECT: There were bananas, grapes, oranges, and apples in the bowl.

2e. Only one space is used following the period at the end of a sentence.

CORRECT: You have a nice hat, Bill. Did you get it from the hat shop?

INCORRECT: You have a nice hat, Bill. Did you get it from the hat shop?

2f. When referring to the abbreviated form of the United States, "U.S." is correct while "US" is used only when referring to United States currency.

2g. Do not use an apostrophe when referring to a specific decade in history. The added "s" is not possessive.

CORRECT: The 1980s were a crazy time, man.

INCORRECT: The 1980's were a crazy time, man.

2h. When a sentence ends with an acronym or an abbreviated word that requires a period, an additional period is not necessary.

CORRECT: … to supply export markets in other provinces and the U.S.

INCORRECT: … to supply export markets in other provinces and the U.S..

2i. Avoid using colons and/or semicolons within quotation marks unless quotation is used for style / emphasis rather than a direct quote. If quotation marks are used by author (not a quoted source) then either option is acceptable.

CORRECT: I don't think you can call that a "justified decision;" he was clearly in the wrong.

INCORRECT: The senator insisted he was "on vacation from his job;" that no one should be upset.

CORRECT: The senator insisted he was "on vacation from his job"; that no one should be upset.

2j. Ellipses are used to indicate omitted words (and not a pause, which is simply "…"). Ellipses stand in for all other punctuation; no punctuation should appear before or after it. There should be no spaces in between the brackets and periods. Use sparingly – paraphrase or shorten quotes instead. Indicate a new sentence with a capital letter. Words such as "um" and "uh" can be deleted without using an ellipsis; use your discretion.

CORRECT: The judge said that Myers lost the case […] It was hard-fought.

INCORRECT: The judge said that Myers lost the case. […] It was hard-fought.

2k. When deleting and replacing omitted words in direct quotes, use brackets to indicate replaced words.

EXAMPLE: "[The font] was rather large."

2l. An "n dash" (–) can be used once in a sentence, when indicating a pause in thought in which a semi-colon or comma is not applicable. It can also be used twice in a sentence to break up a portion of the sentence similar to when it is broken up by two commas. There must be spaces on either side of the n dash.

CORRECT: While contracts are a common feature of partnership deals – their purpose being to formalize an agreement of rules, goals, duties, and boundaries between partners.

INCORRECT: While contracts are a common feature of partnership deals–their purpose being to formalize an agreement of rules, goals, duties, and boundaries between partners.

CORRECT: It's a good idea – for now.

INCORRECT: It's a good idea—for now.

2m. Punctuation shouldn't appear in pull quotes (these are used to invite readers to engage an article). N dashes should be used to attribute pull quotes.

EXAMPLE: "We came to play" – Bison quarterback Jordan Yantz

3. Numbers

3a. Numbers under 10 are written out in full, numbers 10 and above are represented numerically.

CORRECT: There were seven members of the group that managed to escape.

INCORRECT: There were 7 members of the group that managed to escape.

CORRECT: One man absconded with 14 cans of soup.

INCORRECT: One man absconded with fourteen cans of soup.

3b. If sentence / paragraph begins with a number it is written out in full.

CORRECT: Thirty protesters arrived at the scene early Monday morning.

INCORRECT: 30 protesters arrived at the scene early Monday morning.

3c. If a number is greater than three digits, use a comma (but no space) every three digits from the right-hand side:

EXAMPLE: 1,345

EXAMPLE: 3,600,000

EXAMPLE: 62,499,230

EXAMPLE: 700,200,499

EXAMPLE: 7,000,000,000,000

3d. When using numbers in the millions and billions, and where the exact figure is not important, round off the number and use a combination of digits and words.

CORRECT: Frank Edwards played a sold out show to 1 million people.

INCORRECT: Frank Edwards played a sold out show to 1,000,000 people.

3e. Numbers should appear as numerals in headings, except when the heading begins with the number and except when hyphenated, and at editor's discretion.

3f. Times should be indicated in numerals, with "a.m." and "p.m." appearing lowercase, with periods but no spaces. When the time is on the dot, "o'clock" is no necessary.

CORRECT: The game is at 5 p.m.

INCORRECT: The game is at 5:00 p.m.

INCORRECT: The game is at 5PM.

3g. When possible, indicate time spans with the word "to" rather than a hyphen.

CORRECT: The poet read from 5 a.m. to 1 p.m.

CORRECT, but not preferable: The poet read from 5 a.m. - 1 p.m.

3h. When giving a person's height in feet and inches, render it in words with hyphens.

EXAMPLE: six-foot-four

EXAMPLE: five-foot-eleven

3i. If applying the style guide's rules to numbers would cause a sentence to read awkwardly, the copy editor may exercise discretion to create an exception.

EXAMPLE: ...cuts from 2.2 to two per cent.

4. Spelling

4a. *(what is listed is the accepted spelling of words for Kreative Diadem, asides the ones on this list, let's stick with British English spellings)*

aesthetic

defence

email

offence

television (try to avoid TV)

well-being

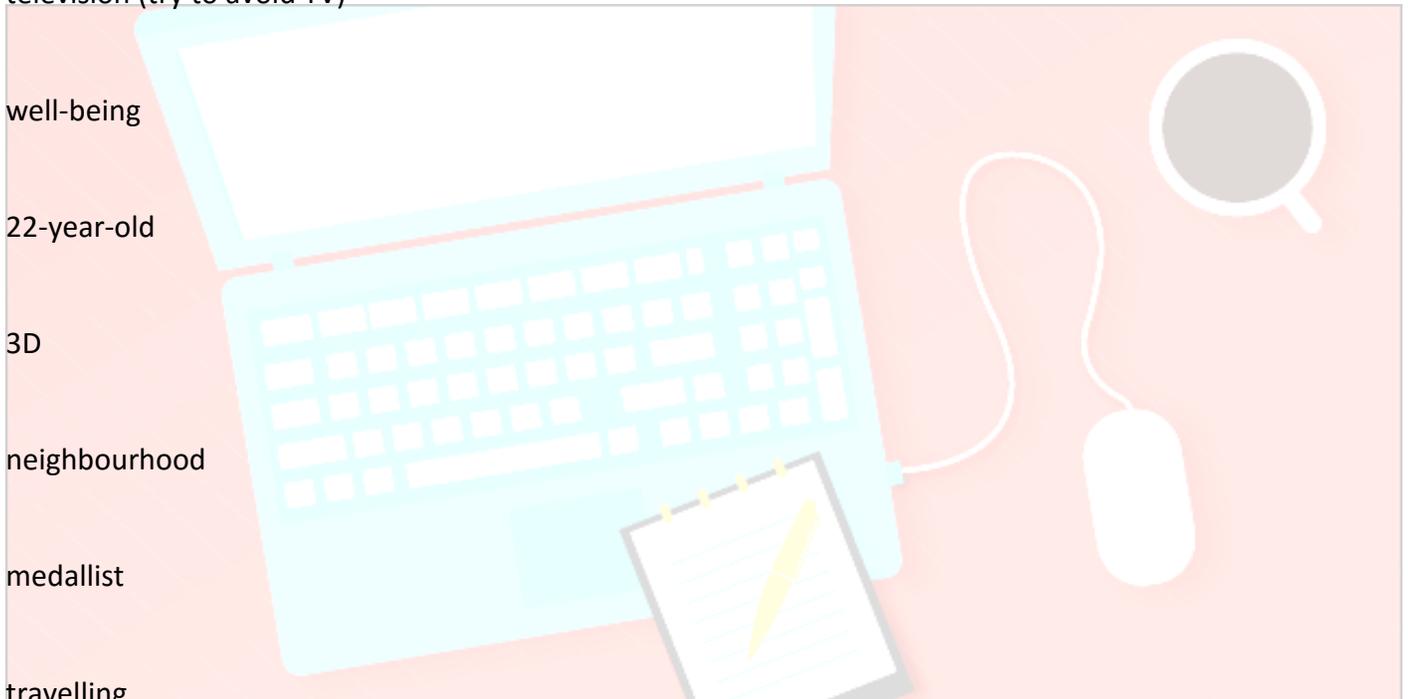22-year-old

3D

neighbourhood

medallist

travelling

traveller

judgment

a historic, not an historic (except in direct quotes from written sources)

4b. Where possible, render proper names and other terms with the appropriate accents and diacritical markings.

EXAMPLE: Métis, Saint-Saëns

BUT NOT: naïve

5. Word / Symbol Usage

5a. BC and AD are used in preference of BCE (Before Common Era) and CE (Common Era).

CORRECT: Jerusalem was sacked by the Romans in the year 70 AD.

INCORRECT: Jerusalem was sacked by the Romans in the year 70 CE.

CORRECT: Julius Caesar was assassinated in 44 BC.

INCORRECT: Julius Caesar was assassinated in 44 BCE.

5b. Percentages are represented with "per cent" rather than the symbol %

CORRECT: Approximately 85 per cent of the polling was deemed accurate.

INCORRECT: Approximately 85% of the polling was deemed accurate.

5c. Unless Nigerian, monetary values must reflect the correct form of currency (US, UK, EUR, etc.)

CORRECT: The California-based bank lost an estimated US $10 million in the heist.

INCORRECT: The California-based bank lost an estimated $10 million in the heist.

CORRECT: The London native took home an astonishing UK £2 million worth of winnings.

INCORRECT: The London native took home an astonishing $2 million worth of winnings.

5d. Military titles should be abbreviated.

CORRECT: Lt. Col. Rodney Whit took to the stand.

INCORRECT: Lieutenant Colonel Rodney Whit took to the stand.

6. Italics & Quotations

6a. In text that is italicized, if a word would be italicized in normal formatting, the word appears not italicized.

EXAMPLE: *Tom Harry is a third-year student in the faculty of medicine, captain of the chess club, and copy editor of the* Kreative Diadem*.*

6b. Avoid italicizing any punctuation that surrounds an italicized name or term. This rule does not apply if an entire paragraph of text is italicized, as is the case in 6c.

CORRECT: I really like the first *Star Wars*, but the other ones are not my cup of tea.

INCORRECT: I really like the first *Star Wars,* but the other ones are not my cup of tea.

6c. Additional information that is provided within the article but outside of the story (before beginning / after the ending) is italicized. When this paragraph ends in a website or email address, it does not end with a period.

EXAMPLE: *The exhibit Prairies, Pens, and Poets is located at the University of Ibadan Archives & Special Collections, Kenneth Dike Library. The Archives can be reached at 204-474-7913 for questions and additional information.*

EXAMPLE: *Tom Harry is a third-year student in the faculty of medicine and captain of the chess club.*

EXAMPLE: *Tom Harry is a third-year student in the faculty of medicine and captain of the chess club. Contact him at tomharry@gmail.com*

EXAMPLE: *Tom Harry is a third-year student in the faculty of medicine and captain of the chess club. Contact him at www.tomharry.com*

6d. Album, movie, television shows, newspaper titles, magazine titles, sets of songs, art shows, radio shows, video games, and book titles are italicized. Pieces of art, poems, short stories, essays, articles, and song titles are in quotations.

EXAMPLE: Elton John's "Tiny Dancer," one of my favourite songs, plays during a pivotal moment in *Almost Famous,* my favourite movie.

EXAMPLE: My first short story was published in the first issue of *Kreative Diadem*

6e. Where possible, separate direct quotes from other paragraphs

EXAMPLE:

At the time Chichi was working towards a Bachelor of Arts degree, which she would finish along with her Bachelor of Education a few years later.

"I had played basketball and water polo after high school," Chichi told the *Gradzette*, "but I wasn't enjoying it as much as I used to [...] I went to an information session, went out on the water a couple of times in the fall, and the rest is kind of history."

Joining the Osun State hiking team in 2001, Chichi began racing in her first high performance events shortly after.

6f. Single quotes are only used when quoting within a quote, and in headings. For all other purposes, quoting requires double quotes.

CORRECT: The term "feminist" is misunderstood.

INCORRECT: The term 'feminist' is misunderstood.

CORRECT: "They want to see what they call 'competitors.'"

INCORRECT: "They want to see what they call "competitors.""

7. Style / Tips

7a. Break up large paragraphs.

Fiction and non-fiction works, regardless of topic, should be more compact and concise than most other styles of writing. It's both easier on the eye and easier on the page (in terms of design) to segment your paragraphs in smaller, easier to digest units.

7b. Avoid word-use repetition.

As a general rule you should avoid using any word that could be characterized as uncommon (some may consider any descriptive words five letters or larger as uncommon) in close succession/proximity. If you are following this rule to the letter then you'll want to avoid using the same recognizable descriptive word more than once in an article.

7c. Headlines / subheadlines (This applies to non-fiction alone)

The nature of headlines and subheadlines is always subjective depending on the type of article and the article topic. Generally speaking, your headline will act as a title while your subhead will build upon that title, adding information that may not be present in the headline. Much like a book title, your headline affords more "artistic" opportunity while the subheadline is often used to further clarify the meaning of the headline. Because of this your subhead will often be longer than your main headline.

7d. Pull-quotes (mostly for other literary works asides poetry)

Pull-quotes are meant to provide a snapshot that represents something important or significant from the article. Most news outlets will use pull-quotes to showcase something from the article that is intriguing, newsworthy, surprising, or otherwise titillating. For our publication pull-quotes must be brief; ideally they are one sentence long but certainly no longer than 25-30 words. Direct quotes used for pull-quotes must also include where/who the quote is coming from.

7e. Altering pull-quotes

Text from the article can be altered in the name of creating a nice, easy-to-understand pull-quote. Of course, this does not mean you can alter the text on a fundamental level but you can cut out a section of a sentence using an ellipsis [...] or you can shorten certain words so that you convey the same message but occupy less page space.

7f. Cut the fat

Literary magazines have developed a specific style over decades upon decades that aims to trim anything and everything that is superfluous. From the early days this evolved as a measure to fit as much as humanly possible onto the print page. In order to do this you end up cutting things like unnecessary articles and prepositions.

Instead of writing something like: "Barack Obama, who is the president of the United States," you write "U.S. President Barack Obama."

Instead of writing "He said that the discussions were ongoing," you write, "He said the discussions were ongoing," or even, "He said discussions were ongoing."

Instead of starting a sentence "The controversial leader of Iran…" you write, "Controversial Iranian leader…"

7g. The ordinal suffixes "th," "st," and "nd" are used only when necessary and are not in superscript.

> CORRECT: Today marks the 21st anniversary of the festival.
> INCORRECT: Today marks the 21st anniversary of the festival.
> CORRECT: They said it would occur on Friday, May 2.
> INCORRECT: They said it would occur on Friday, May 2nd.
> INCORRECT: They said it would occur on Friday, May 2nd.

7h. Acronyms are used to abbreviate a set of words, and are used in parentheses following the first written form of the set of words. Only include the acronym if referred to at least two more times in the article. If there is only one other instance in the article of the set of words, simply spell out the words instead of using the acronym. Acronyms can appear in heads and subheads at the editor's discretion. If the acronym is well-known, it can be introduced without spelling out the set of words (ie. NHL).

EXAMPLE: The University of Ibadan Students' Union (UISU) held their AGM yesterday.

7i. Introduce individuals before they are quoted, not after.

CORRECT: Derek Schultz, assistant professor of economics, agreed with the assessment.
"I think it ultimately serves a purpose," he said.
INCORRECT: "I think it ultimately serves a purpose," said Derek Schultz, assistant professor of economics.

7j. Almost everything should be in past tense. A work is in present tense.

   EXAMPLE: Morrow told *Kreative Diadem* that poets and writers should be receiving more funding.

   EXAMPLE: In *Matchstick Men*, Nicolas Cage plays a con artist.

7h. Avoid plagiarism. Cite all sources of facts, figures and quotes. Most preferably webpages that can be used as hyperlinks in the body of blog post.

This style guide will be updated from time to time as the need arises.

Compiled by Samuel A. Osho (Editor-in-chief/Creative Director, *Kreative Diadem*)

Materials consulted: The Manitoban Style Guide, version 2.1.

For further study, please consult: *The Elements of Style* authored by William Strunk Jr. and E.B. White