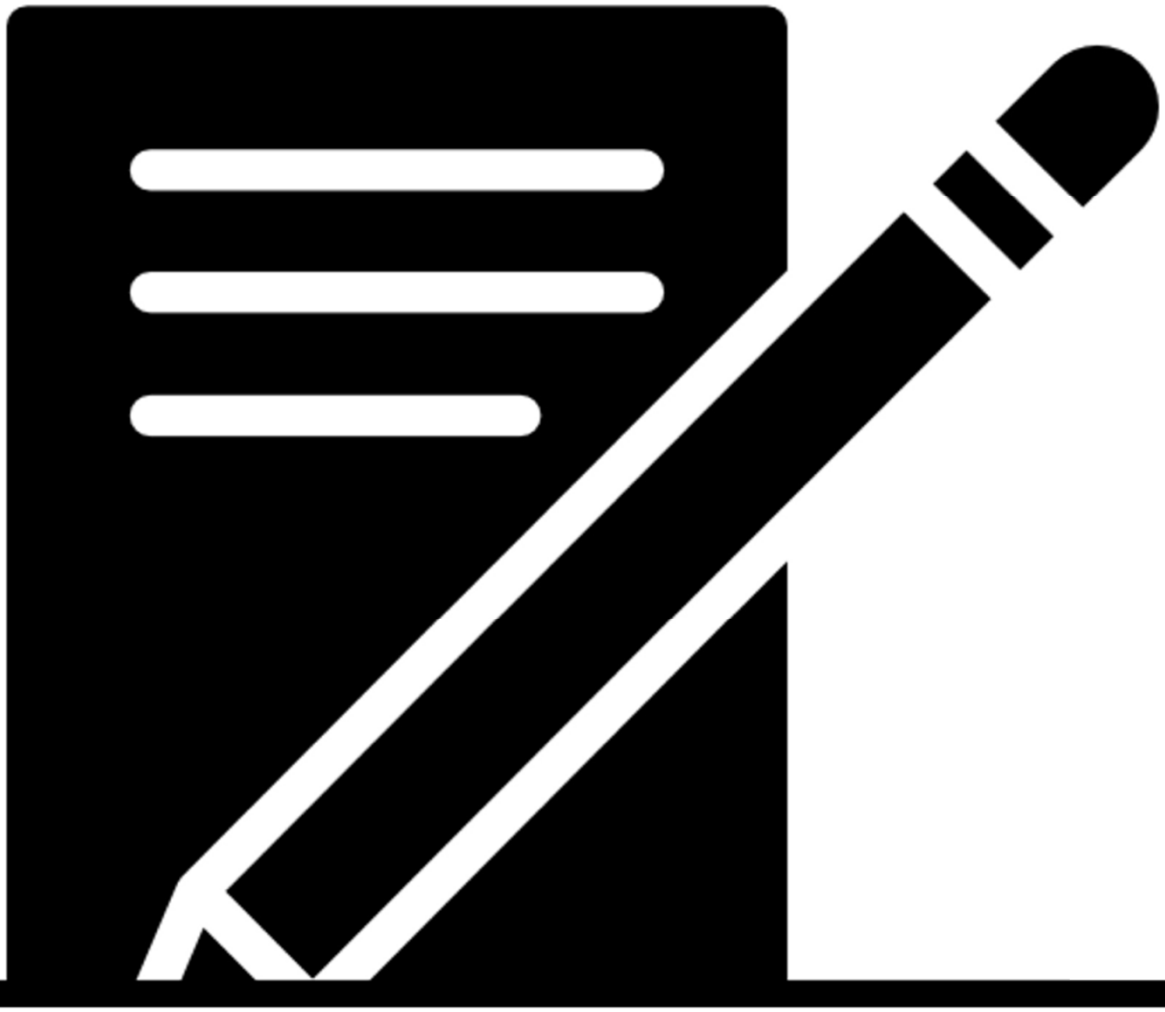
Cover Piece

This document is a style manual created for the non-profit organization, SELECT Programs. The audience for this document are staff, volunteers, and students that work for or participate in SELECT Programs. This manual will help the organization maintain consistency with branding and the creation of documents.

Style Manual

SELECT

Service and Educational Learning
Excelled with Collaboration and Technology



SELECT PROGRAMS STYLE MANUAL

This style manual lists decisions for creating documents for SELECT Programs. It is the official style manual as of January 2019.

To improve consistency throughout the organization, use this style manual as a reference. The manual supplements several different topics. The manual is separated into categories. The content for each category is in alphabetical order. Use the table of contents found at the beginning of the manual as a source of direction.

Do not alter or change the information in this manual without going through the proper procedures.

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FORMATTING

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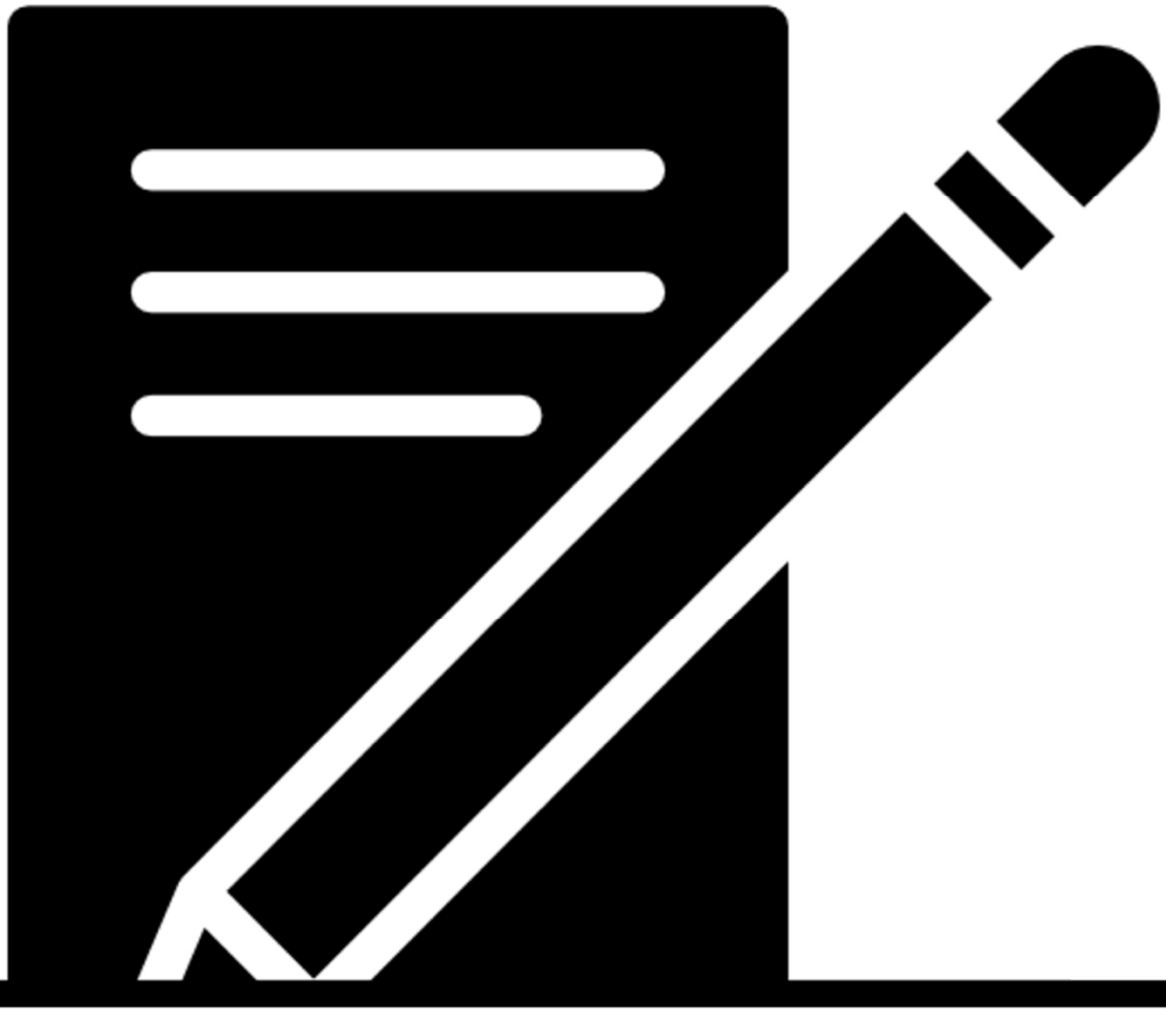

BULLETS

Use bullet points for short phrases, single sentences, or items of paragraph length. Bulleted items are not usually terminated with a full stop unless they are complete sentences.

See the example below.

EXAMPLE:

- Level one bullet
    - Level two bullet
        - Level three bullet

DOCUMENT FORMATTING

Write documents with a 1-inch margin and have a 1.15-point line spacing.

Format documents flush left and ragged right.

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EMAIL SIGNATURES

An email signature is a block of text that appears at the end of an email message. It often contains the sender's name and contact information.

EXAMPLES:

SELECT Programs staff should use the following format for their email signature:

Jane Doe

Position title

SELECT Programs

jdoe@selectprograms.org | selectprograms.org

SELECT Programs students should use the following format for their email signature:

John Doe

SELECT Programs Student

jdoe1@selectprograms.org | selectprograms.org

FOOTER

The footer of the document should include the created / revised date, the page number, and the copyright information.

The font size for the footer should not be larger than 12 point and should match the font used in the body of the document.

HEADINGS

Order headings from H1 (most important) to H6 (least important).

Write headings with large caps and small caps, bolded, and centered at the top of the document.

H1s in documents must have a text size of 24 point.

Write table headings in large caps and small caps, left-aligned, and bolded. See Tables and Figures section for more information about table and figure headings.

PAGE NUMBERS

Use page numbers to keep pages of a document in order.

Page numbers should be center-aligned and placed in the document's footer.

REVISION DATE

Write the revision date on the left side of the document's footer. You will write "Revised" followed by the month and the year.

If you are creating the first draft of the document, you will put "Created" instead of "Revised".

EXAMPLES:

Created June 2018

Revised July 2018

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TABLES & FIGURES

Tables are frequently used in SELECT Programs' documents.

In all cases, headings will adhere to the typeface and capitalization standards mentioned in this manual.

Headers and body text will be flush left and ragged right.

TYPEFACE

SELECT Programs has chosen "Century Gothic" as the standard typeface for all documents.

Body text will be written in regular Century Gothic, size 14.

Headings will be written in boldface Century Gothic, sizes 18–24, depending on level of importance in the heading hierarchy (e.g., H1 headings will be written in boldface, size 24, while H3 headings will be written in boldface, size 18).

All headings will also use large / small capitalization to create a more stylized appearance.

EXAMPLE

Body text

HEADING 1

HEADING 2

HEADING 3

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Grammar & Mechanics

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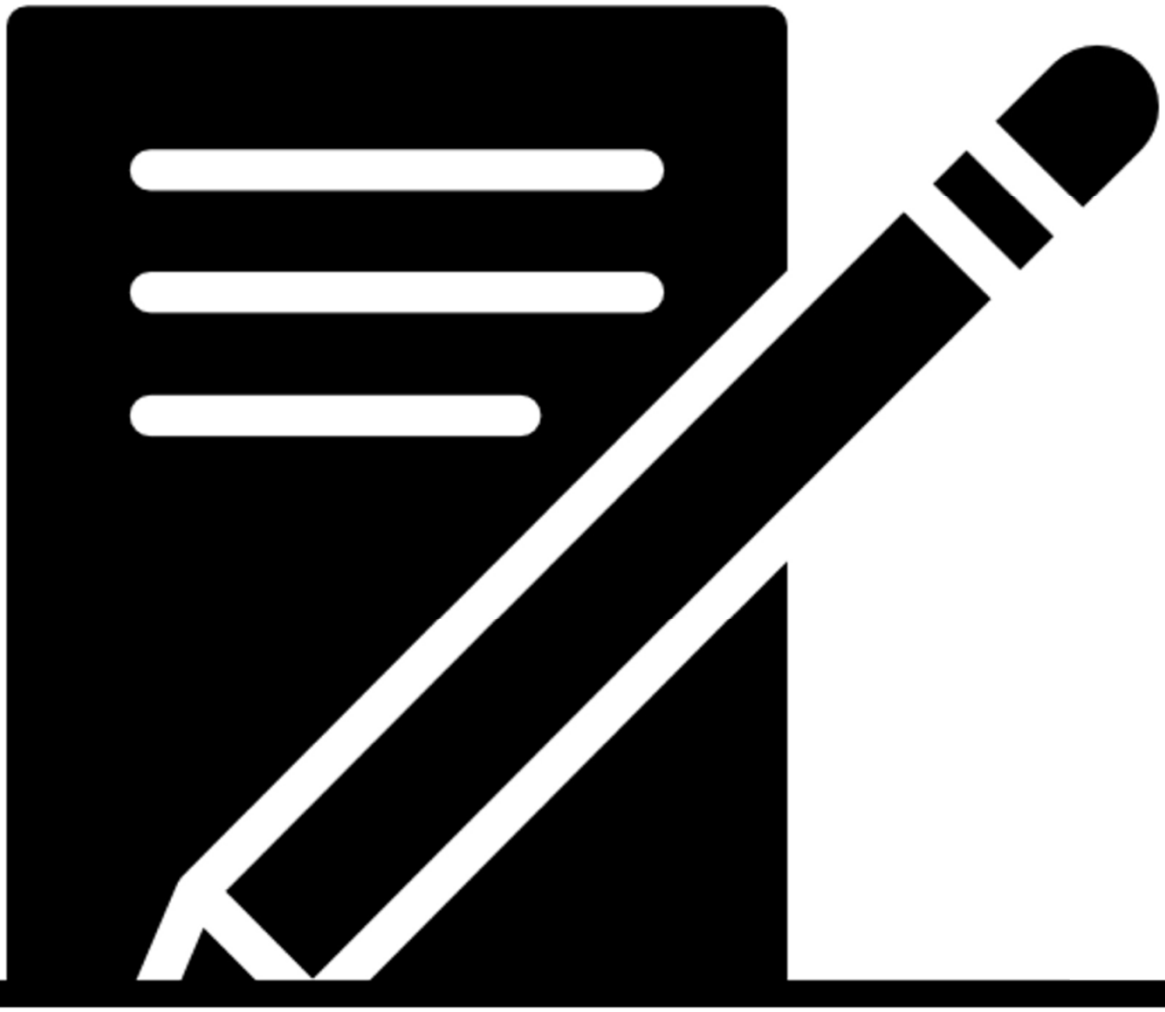

ACRONYMS AND INITIALISMS

The table below (Table 1) lists some common acronyms and initialisms that are used within the organization.

Table 1- **Acronyms and initialisms**

Acronym or initialism	Meaning
SELECT	Service and Educational Learning Excelled with Collaboration and Technology
CASTEP	Collaborative, Accessible, Self-directed, Technology Education Platform
CLLC	Children's Library and Learning Center
CI	Children International

ACTIVE VERSUS PASSIVE VOICE

Active voice describes a sentence where the subject performs the action stated by the verb.

Passive voice describes a sentence where the subject is acted upon by the verb.

Try to use active voice in your writing. Passive voice can be used when wanting or needing to be vague about a certain person or issue.

EXAMPLES:

The students completed the assignment.

The assignment was completed by the students.

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CAPITALIZATION

Capitalization is part of the visual element in a document. We will use the Standard English Capitalization rules. In addition, we will capitalize the beginning letter of each word on the title pages, the first word in a bulleted list, and all headers.

After the colon in a bulleted item, the first letter is capitalized.

Specific abbreviations will be in all caps. See Acronyms and Initialisms section for more information.

EXAMPLES:

I am the CEO of SELECT Programs.

Soft skills: Team building and goal setting

DATES

Write dates out completely on official documents.

When the year is understood, you can abbreviate with the month and day followed by -st, -nd, or -th.

When using an abbreviation for the date, use a forward slash to separate the month, day, and year.

EXAMPLES:

July 8, 2018

July 8th

7/8/18

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EN AND EM DASHES

Dashes indicate added emphasis, an interruption, or an abrupt change of thought.

The em dash is perhaps the most versatile punctuation mark. Depending on the context, the em dash can take the place of commas, parentheses, or colons.

The en dash is used between a span or range of numbers, dates, or times.

EXAMPLES:

The students developed a website—using HTML5 and CSS3—to promote recycling.

The 2019–2020 program will start in August 2019 and end in April 2020.

HYPHENS

A hyphen's main purpose is to glue words together. It notifies the reader that two or more elements in a sentence are linked.

EXAMPLE:

SELECT Programs is a registered non-profit organization.

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I.E. VERSUS E.G.

I.e. and e.g. are both Latin abbreviations. E.g. stands for *exempli gratia* and means "for example." I.e. is the abbreviation for *id est* and means "in other words."

Because both are abbreviations, they do require the period after each letter. You must use a comma after i.e. or e.g.

EXAMPLES:

Students will complete a Technology Track® (i.e., technology focus) throughout the program.

Students will learn valuable professional skills (e.g., communication, presentation, leadership, etc.) throughout the program.

NUMBERS

Write out numbers one through nine. Numbers 10 and above are represented with numerals.

EXAMPLES:

Each student will be able to explore each of the five Technology Tracks® on the first day of class.

SELECT Programs requires each student to clock a minimum of 60 hours throughout the program in order to successfully complete the program.

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PARALLELISM

Parallelism uses similar words, phrases, or clauses to show that ideas have the same level of importance.

EXAMPLE:

Students in SELECT Programs designed a logo, developed a website, and produced a podcast.

SPELLING

SELECT Programs uses correct American English in all instances of spelling. The following table (Table 2) encompasses all potential style deviations from standard spelling by use of hyphens, single words, etc.

Table 2- **Spelling List**

Spelling	Explanation (if needed)
Email	Electronic mail
Time frame	
Skill building	
Case by case	
Any time	
Service hour log	
Log in	Action verb
Login	Noun
Team building	
Non-profit	

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BRANDING

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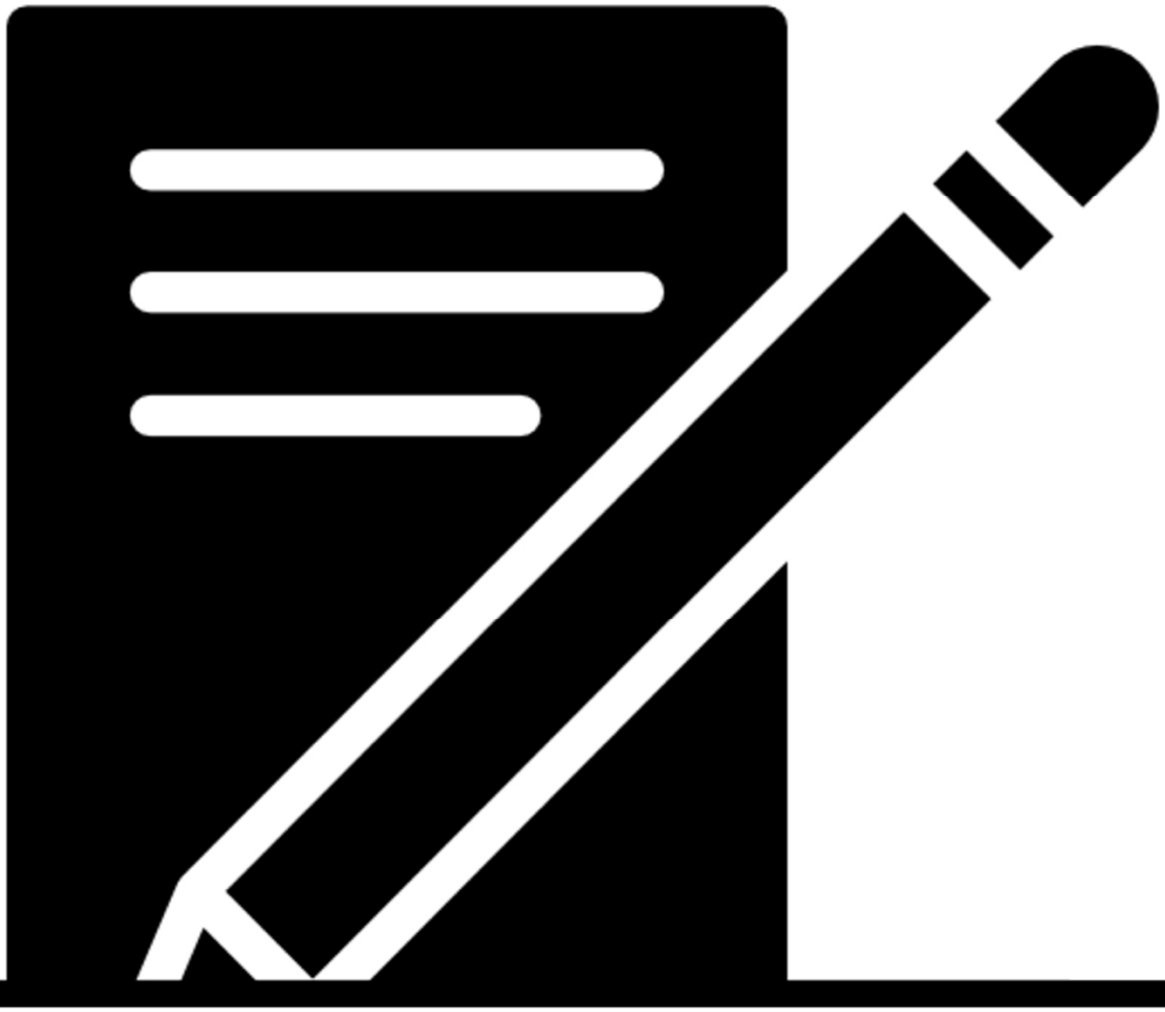

COPYRIGHT

SELECT Programs is a copyright organization. The right to reproduce material is reserved for SELECT Programs. Place the copyright line on the bottom right hand side of all documents.

Format the copyright for SELECT Programs with the copyright symbol, name of the organization, and the year.

EXAMPLE:

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LOGOS

SELECT Programs has two logos that are in use—one formal and one informal. See Figures 1 and 2.

Place the formal logo at the top of all official documents. Place the informal logo at the top of all other documents.

There is no set size for using the logos on the documents.

Do not alter the colors. They are the customized colors of the organization.

The HEX codes for the logos are below:

- Green - #0fff00
- Blue - #00cdff
- Orange - #ffcf01
- Purple - #a44bff

Documents from the program will be printed in color so that the logo is clear and distinct.

Figure 1- Formal logo.

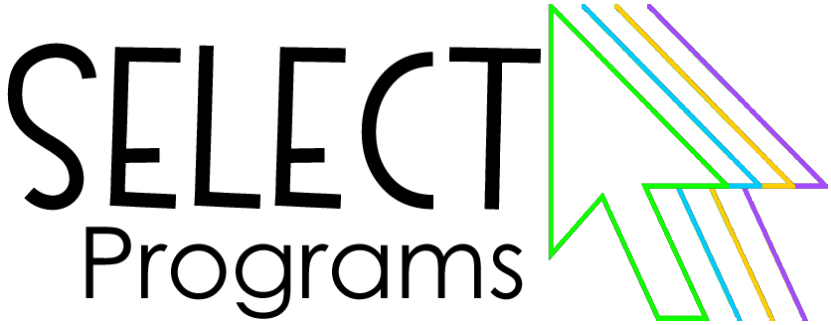

Figure 2- Informal logo.

TRADEMARK

SELECT Programs is a trademark organization.

Currently, the phrase "Technology Tracks" is the only trademark registered for SELECT Programs. The registered mark will be placed after the phrase or word.

EXAMPLE:

Technology Tracks®

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TEMPLATES

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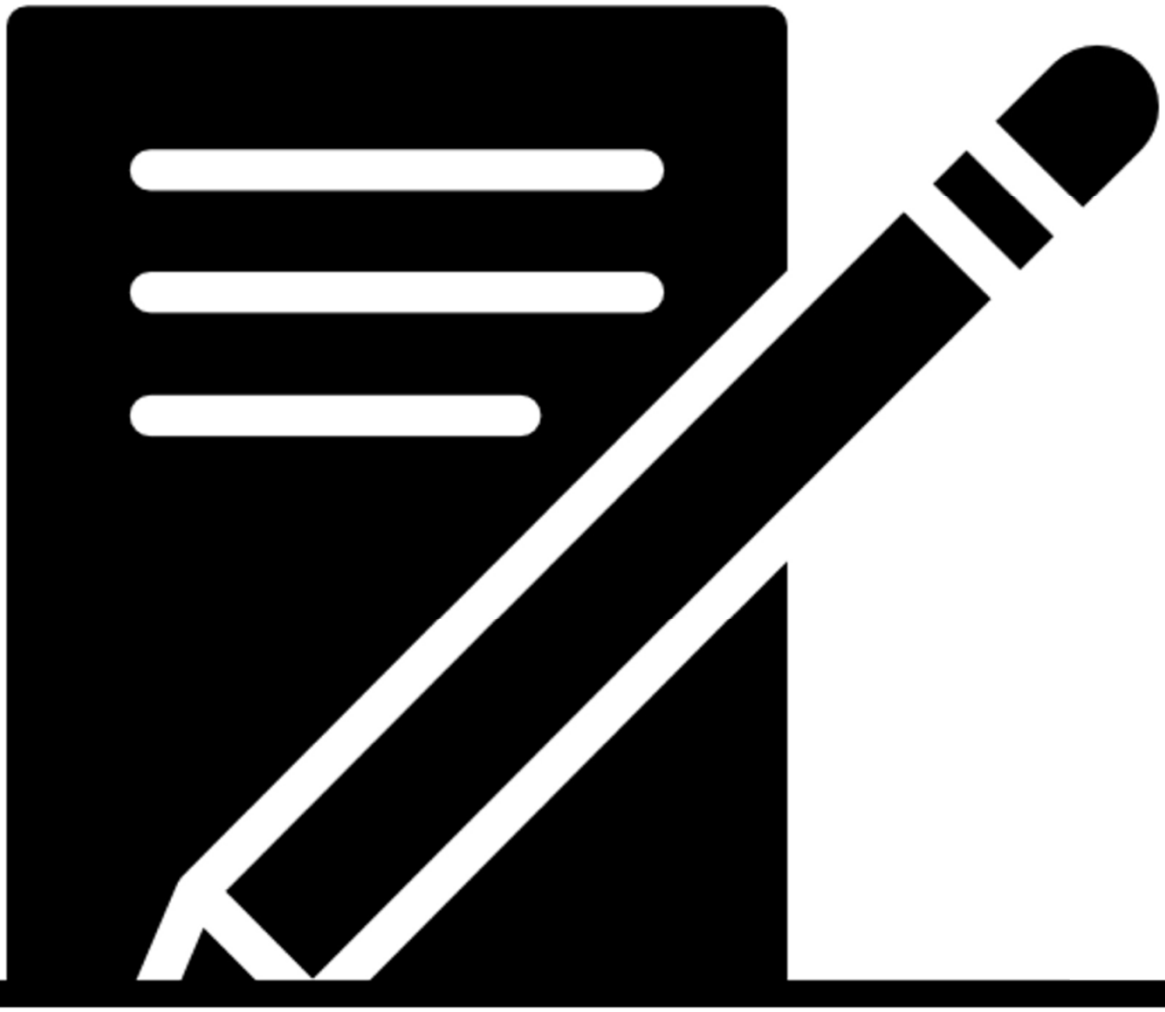

FORMAL LETTER

It is important that all formal letters are consistent with one another. Use the template in Figure 3 to help you.

[Date]

[Addressee Name]
[Addressee Title]
[Company Name]
[Company Address]

Dear [Name]:

In the first paragraph, write a clear and friendly introduction. State the main point/s of your letter. Be sure to keep this section short.

In the body of the letter write your main point/s, separating them into different paragraphs. Be sure you explain the importance of your main point/s and provide evidence to back your statements.

In your closing paragraph restate your main point/s and include a call to action. Be sure to keep this section short.

Sincerely,

[sign your name]

[Your name]
[Your position]
SELECT Programs

Figure 3- Formal letter.

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APPENDICES

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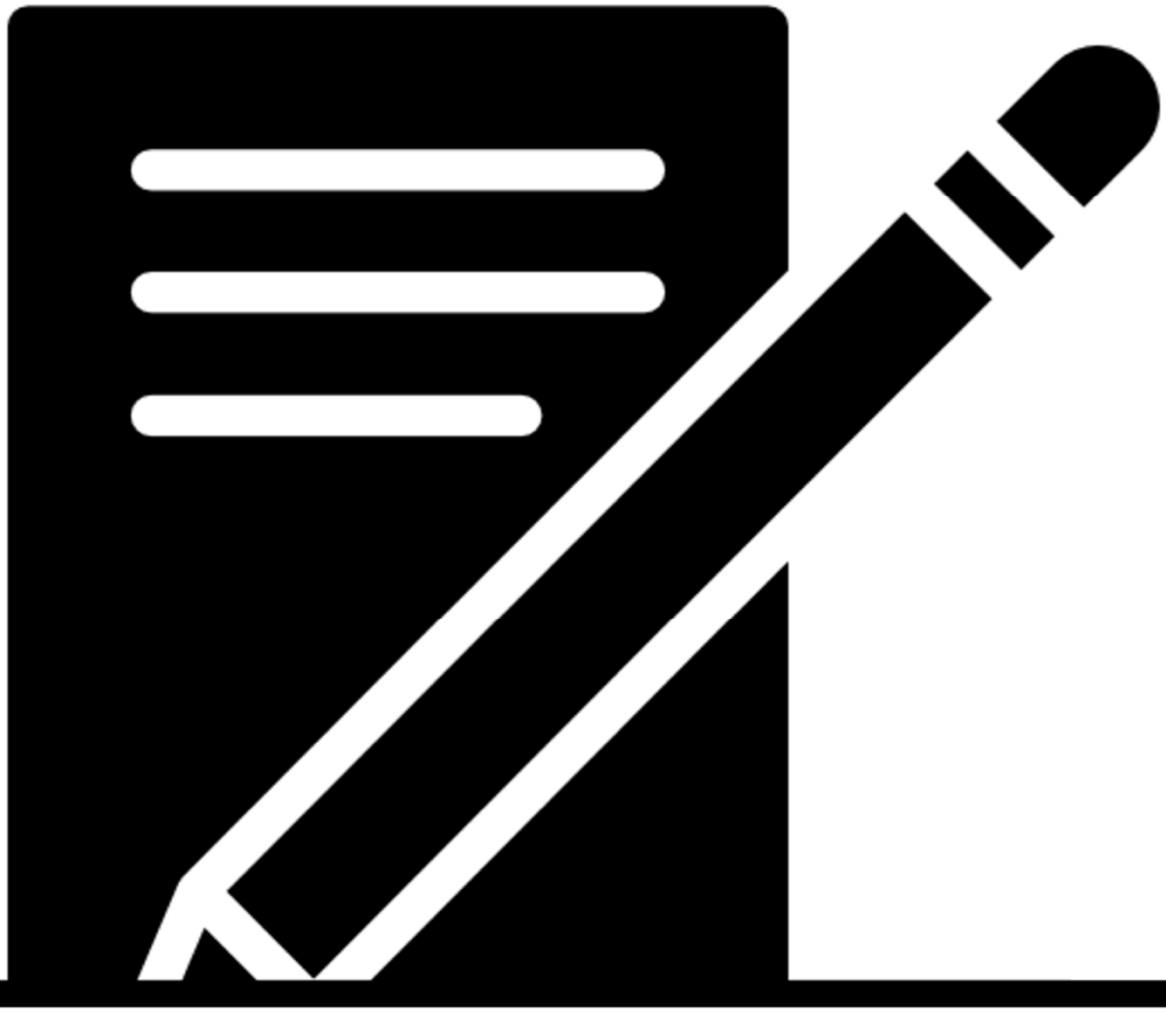

APPENDIX A
INSERTING A HEADER / FOOTER IN MS WORD

1. Open a Microsoft Word document.

2. Click on the "Insert" tab at the top. See Figure 4.

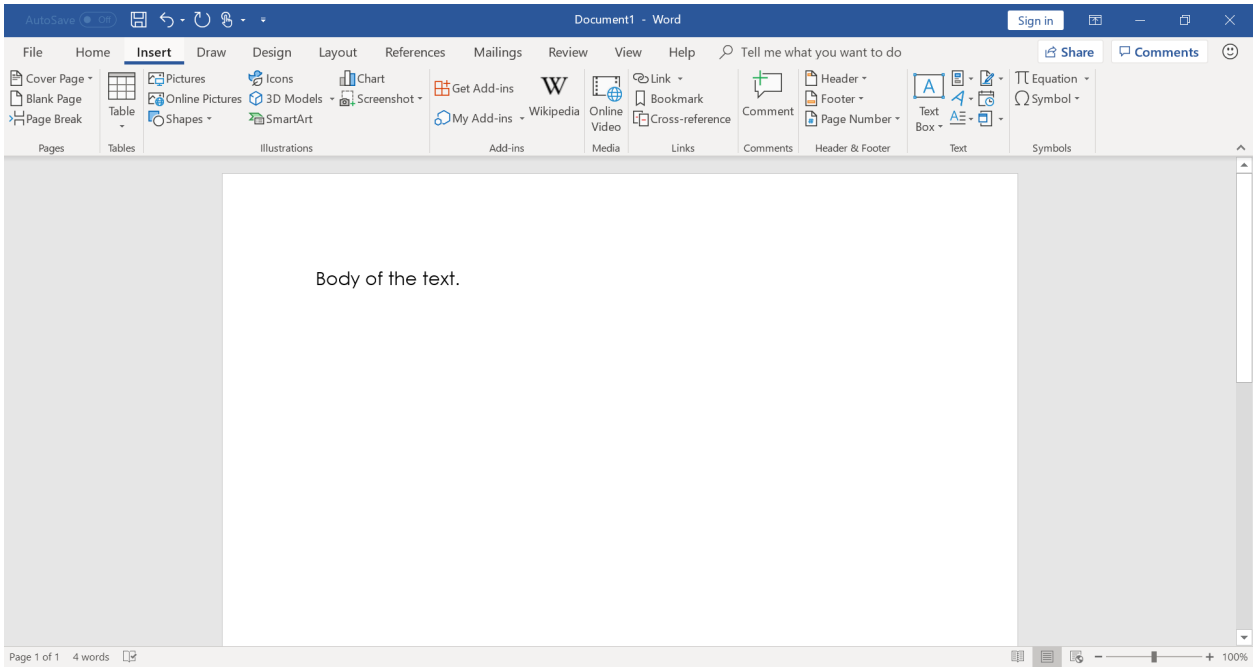

Figure 4- Microsoft Word Insert Tab.

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3. Find the “Header” drop down menu. See Figure 5.

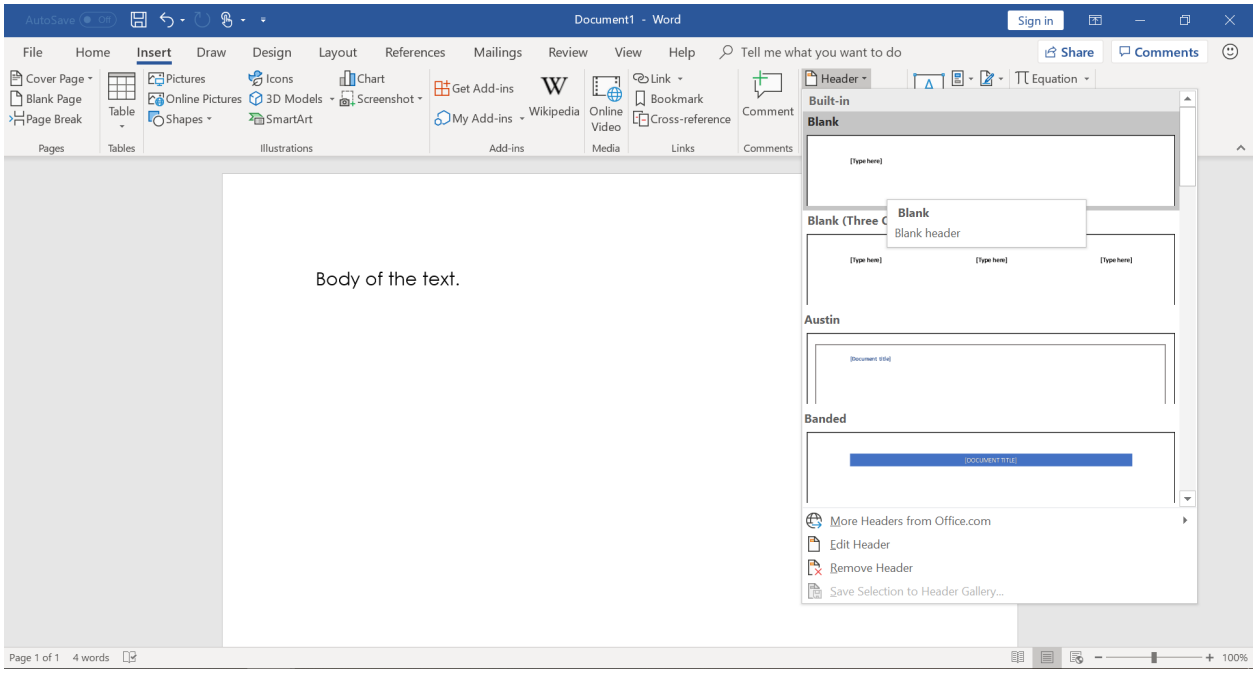

Figure 5- The “Header” drop down menu.

4. Choose the header you would like to use for your document.

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5. Edit your header to include the information you need. Be sure your header is consistent with your document. See Figure 6.

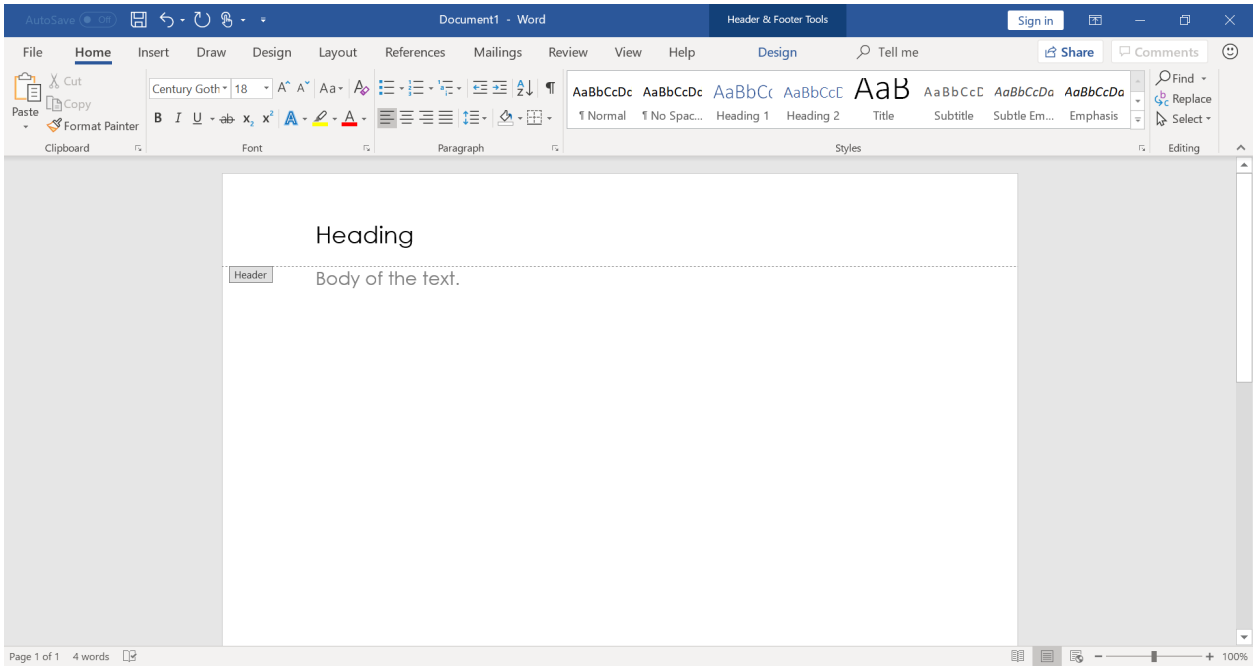

Figure 6- The font used in the body text matches the header text.

6. Complete the same steps as above, except click on "Footer" to edit the document's footer. "Footer" can be found underneath "Header".

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APPENDIX B
INSERTING SMALL CAP / LARGE CAP IN MS WORD

1. Open a Microsoft Word document.

2. Type your heading with normal uppercase and lowercase letters. See Figure 7.

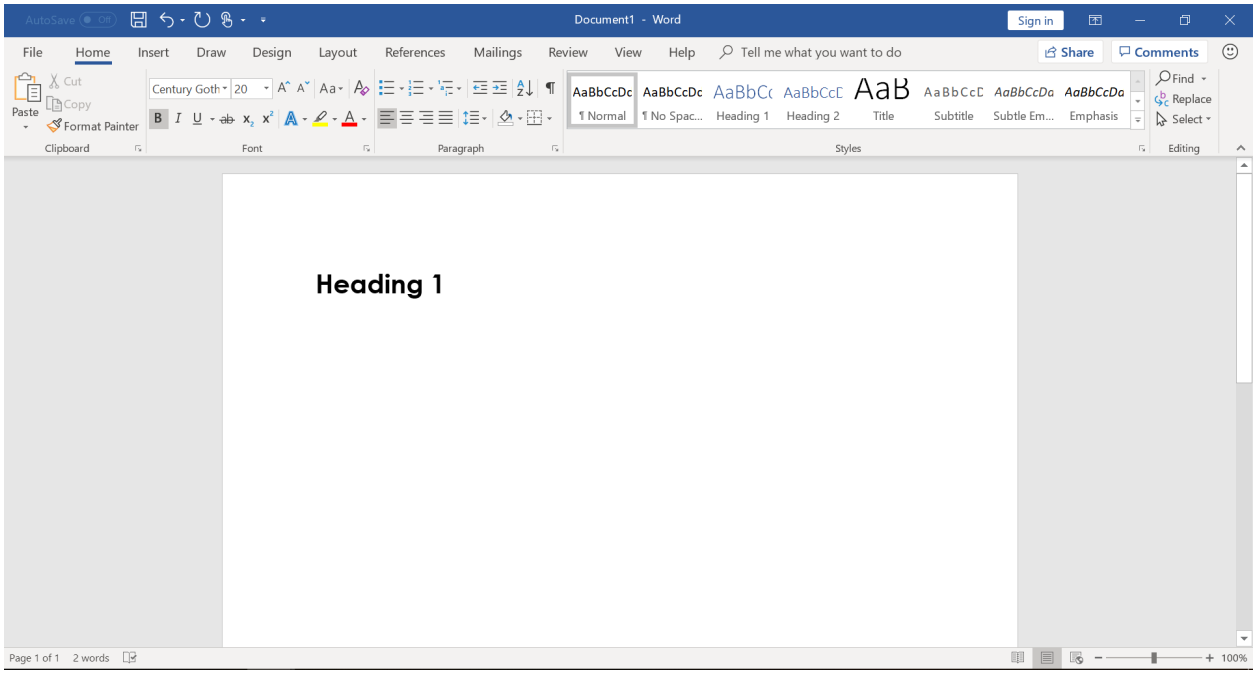

Figure 7- Text written in standard uppercase and lowercase letters.

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3. When you have finished, highlight your text. See Figure 8.

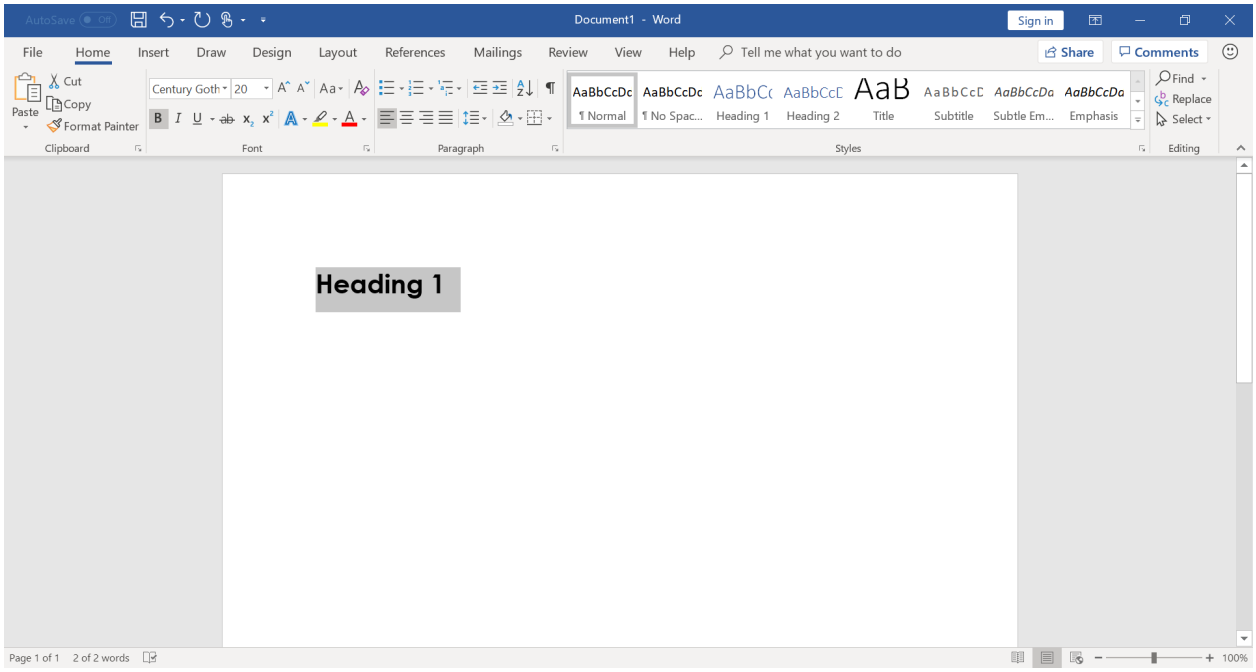

Figure 8- Highlighting text.

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4. On the “Home” tab up at the top, there is a section called “Font”.

5. Click on the arrow in the bottom left corner to open more font options. See Figure 9.

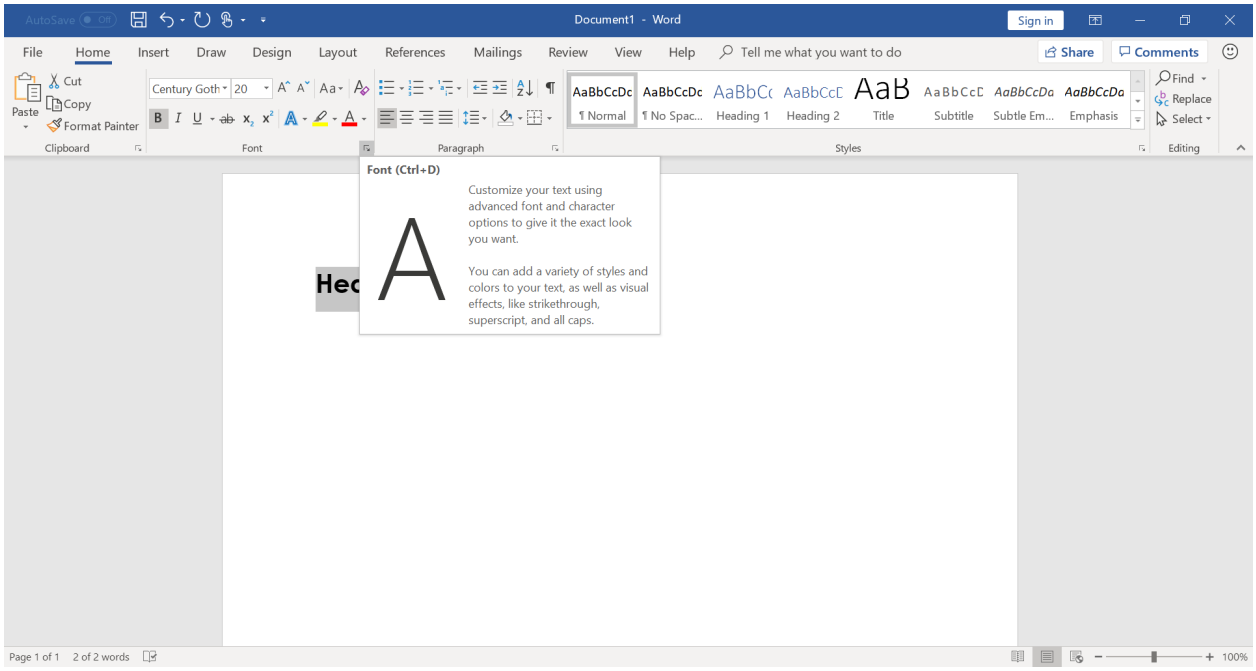

Figure 9- Font options in MS Word.

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6. When the font window appears on your screen, click the "Small Caps" checkbox. See Figure 10.

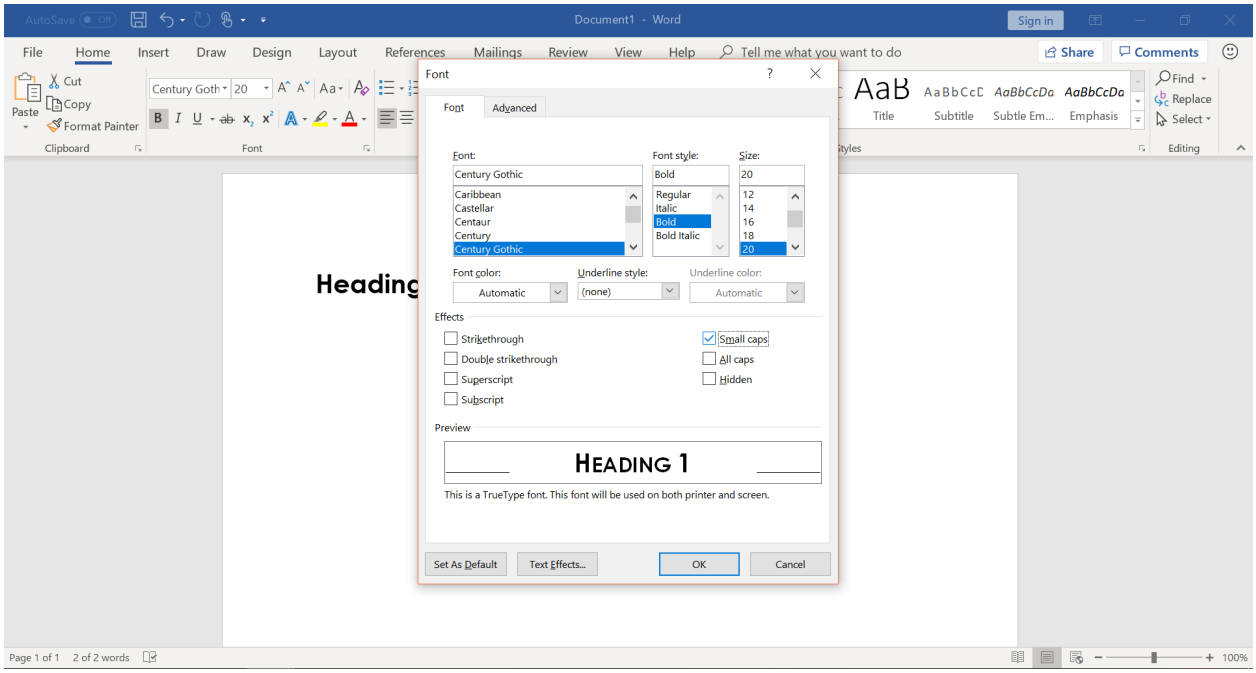

Figure 10- The font window in MS Word.

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7. Your text will appear in large cap / small cap text when you return to your document. See Figure 11.

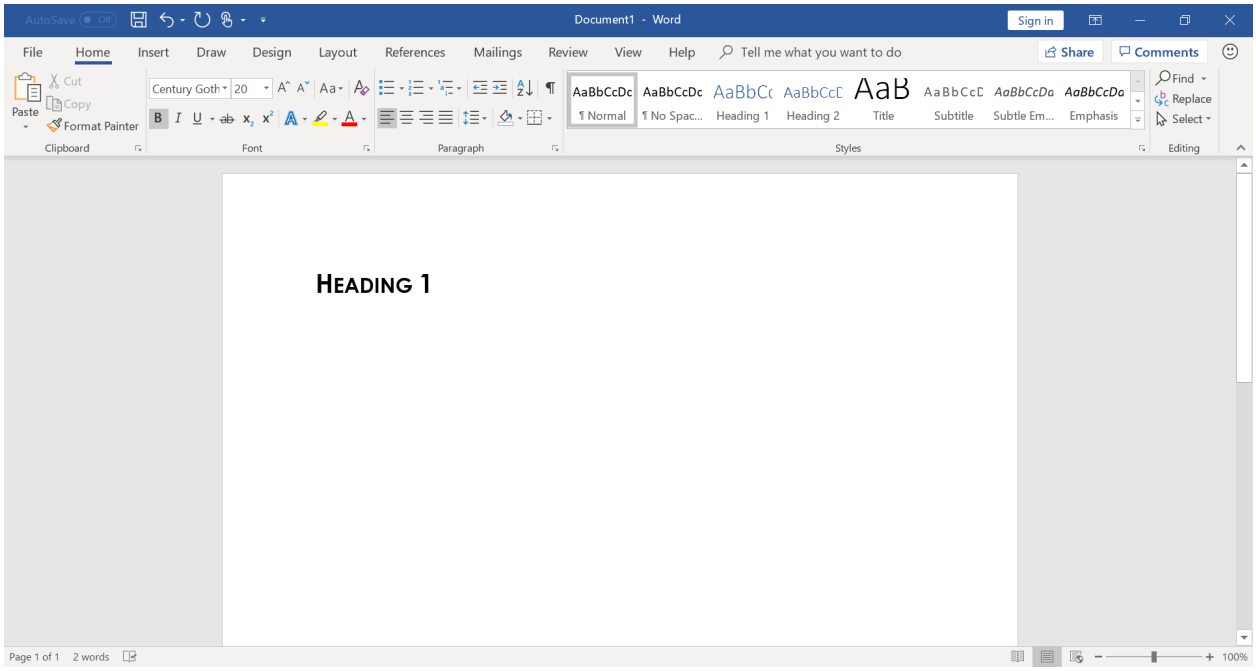

Figure 11- Text appears as large cap / small cap.

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APPENDIX C
INSERTING EM AND EN DASHES IN MS WORD

1. Open a Microsoft Word document.

2. Type your text.

3. When you are ready to insert the em or en dash click on the "Insert" tab at the top.

4. Click on "Symbol". Found at the far right. See Figure 12.

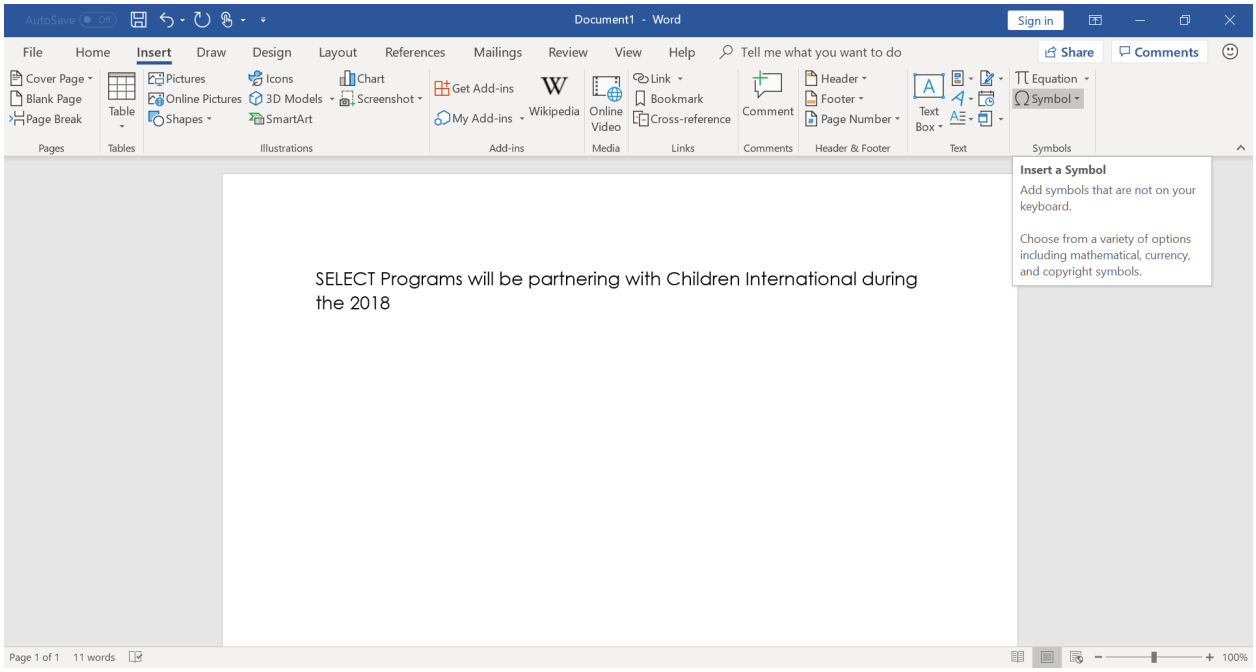

Figure 12- The symbol button in MS Word.

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5. When you click on the drop down, select "More Symbols". See Figure 13.

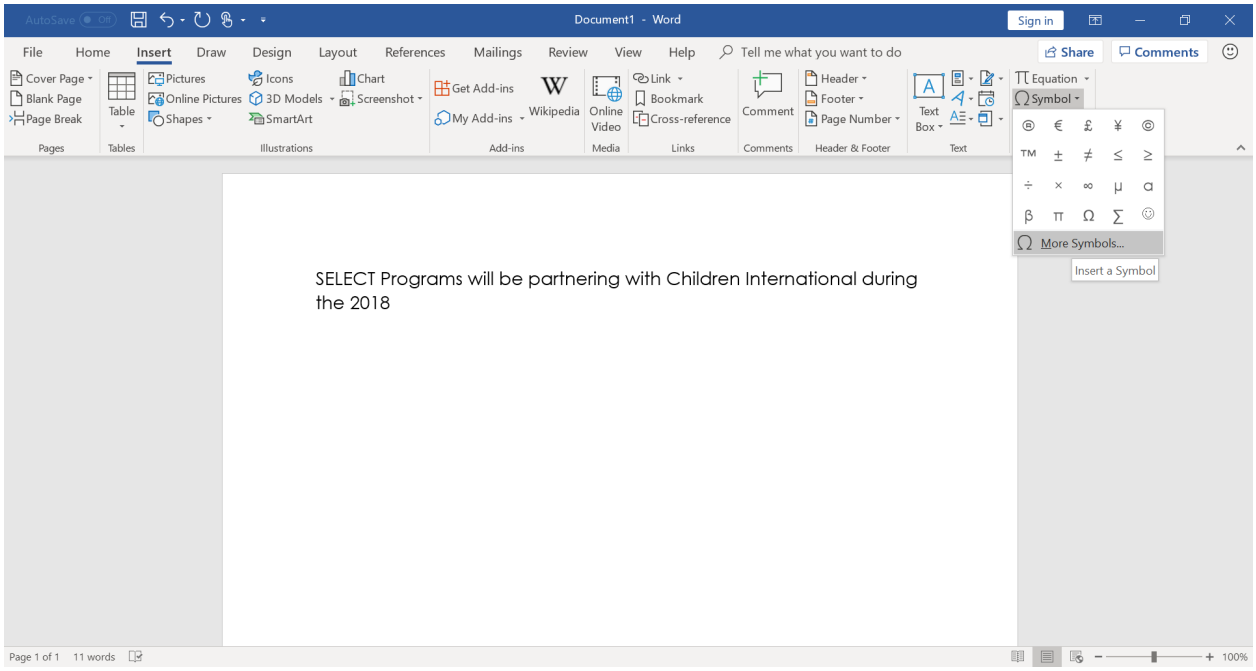

Figure 13- Symbols menu in MS Word.

6. When the window opens, click on "Special Characters".

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7. The em and en dashes are towards the top. Select the dash you need, and click “Insert”. See Figure 14.

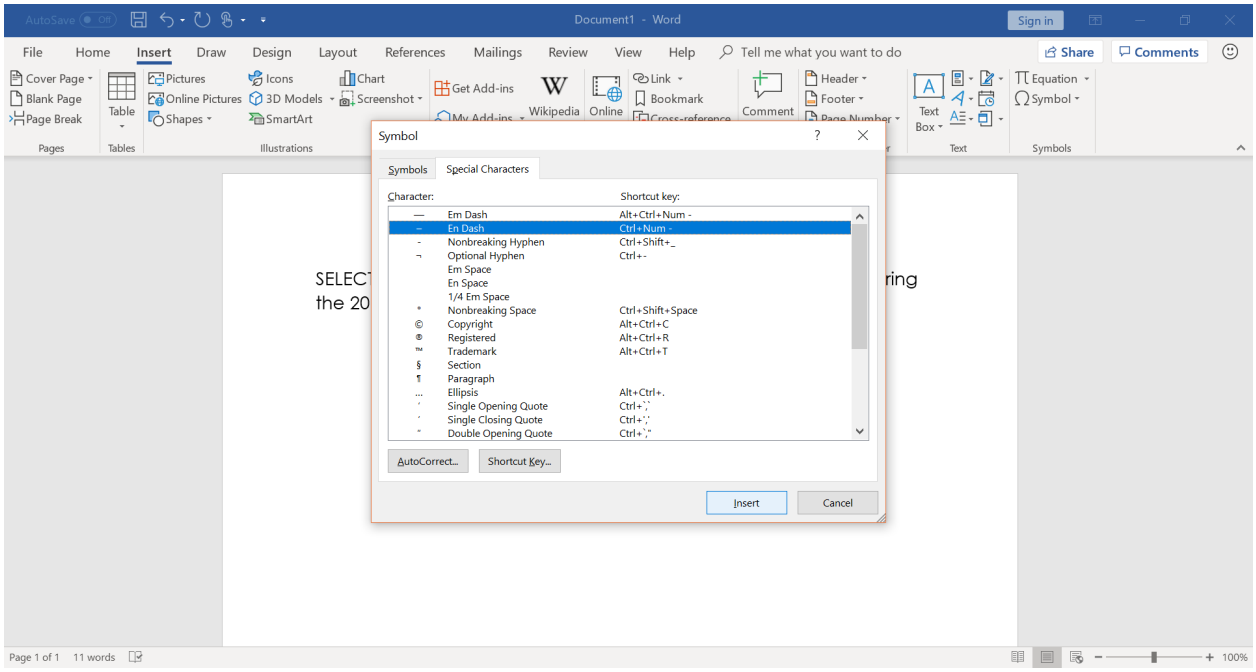

Figure 14- Special characters window in MS Word.

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