American Indian Science and Engineering Society

Style & Communications Guide
Table of Contents

Purpose ........................................................................................................... 3
Name & Logo .................................................................................................... 3
Website ........................................................................................................... 3
Corporate Logo Design Requirements .......................................................... 3
Required Corporate Colors ........................................................................... 4
Reproduction Sizes ........................................................................................ 4
Signature Format ............................................................................................ 5
Support Design Typestyles ............................................................................. 5
Support Typography ....................................................................................... 6
Unacceptable Signature Usage ....................................................................... 7
Terms, Usage, Formalities and Technicalities ................................................. 8
Purpose
The purpose of the American Indian Science and Engineering Society Style & Communications Guide has been created to ensure the consistent and professional development of organizational communications. At American Indian Science and Engineering Society (AISES), our goal is to produce a cohesive identity both internally and externally by promoting a standardized process of communicating with those in and outside the organization. The American Indian Science and Engineering Society’s Style & Communications Guide is a supplement to the Associated Press (AP) Stylebook and Webster’s New World Dictionary. In cases of conflict, the Style & Communications Guide supersedes the AP Stylebook and the AP Stylebook supersedes Webster’s New World Dictionary. When in doubt, please contact the AISES’ communications staff.

Name & Logo
The AISES name and logo are important assets and their use may only be administered in conjunction with the specific requirements set forth in this guide. Exceptions to these requirements are rare, and must be approved in writing by the communications department at AISES.

Website
AISES’ website is accessible at www.aises.org. The website is an important public education and marketing tool for the organization and should be mentioned in public education and marketing materials as often as possible. As with all aspects of AISES communications materials, use and design elements of all websites owned and/or managed by AISES must adhere to the requirements set forth in this style & communications guide. Exceptions to these requirements are rare, and must be approved in writing by the communications department at AISES.

Corporate Logo Design Requirements
The AISES logo consists of the words American Indian Science and Engineering Society, displayed in specific fonts chosen for the logo. No other fonts may be substituted and used in the logo. No Exceptions.
When the AISES logo is used alone, it should be sufficiently isolated from illustrations, photographs, copy or images that might detract from the logo’s importance. As a general rule, the logo should be one “logo-length” away from any illustrations, photographs, copy or images. An example of the correct usage and placement of the AISES logo is shown below. Electronic art can be ordered through the AISES Communications department and sent via email or disk depending on the file type required: gif, jpeg or eps.

Required Corporate Colors
The AISES logo is limited to 3 printing signatures, 4 Color Process, 3 spot colors and Black. Spot Pantone® colors are Black, PMS 186 (red), PMS 120 (yellow)

Reproduction Sizes
Signatures should not be applied in sizes so small that the legibility to reproduction quality is reduced. Each approved color reproduction technique presents certain conditions that will affect its minimum size requirements.

All signatures are limited to a 5/8” corporate signature height.

One-color positive and reverse signatures that incorporate the screen or finer need to use line screens higher than 133 lpi. Line screens lower the 133 lpi will not hold the logo image as well, and will appear chunky or dirty.

If a signature smaller than 5/8” is required, it must be approved by the AISES Communications Department.
In the reverse signature art rendering, the stroke weight of the logotype is slightly thinner than the positive art in order to compensate for the visual gain of a reversed image. It is essential that the positive and reverse renderings are used only for their intended applications. Do not make a reverse image using the positive art, or make a positive image using the reverse art.

When designing an application, attention must be given in selecting either a positive or reverse signature. In order for the signature to be clearly readable, positive signatures should be used on white or very light background colors. Likewise, reverse signatures should only be used on background colors that are dark enough to provide adequate contrast.

The diagram demonstrates approved positive and reverse reproduction techniques as they apply to a range of background gray scale based on their value. As a general rule, mid-range values should be avoided since they are too dark for an effective positive application, but not quite dark enough to provide a crisp white reverse.

**Positive Signature**

**Negative Signature**

---

**Support Design Typestyles**

Two Fonts/type families has been selected as the primary support design typestyle for the AISES identity system, Garamond and Helvetica. This refers to the font when used in designing any materials - print or electronic. Typestyle consistency, particularly on AISES signature application materials, is essential to projecting a cohesive public image and recognizable design style.
Shown here is a selection of available styles of those font families. The design standards for AISES materials will designate weights and styles to be used in specific support applications. In other cases, selection of the appropriate typography style within the Garamond/Helvetica families will be left to the discretion of the art director or project manager.

**Helvetica**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Helvetica Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Helvetica Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Helvetica Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Garamond**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Garamond Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Garamond Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Garamond Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
**Unacceptable Signature Usage**

- Do not enclose the logo or the logo type in other spaces.

- Do not violate the signature clear zone.

- Do not place signature over complex backgrounds.

- Do not underline the logotype.

- Do not add or change typeface of logotype.

- Do not abbreviate logo typeface or use logo with other words.
Terms, Usage, Formalities and Technicalities

A

Aboriginal
Not Aborigine. Always thus in reference to people, with an initial cap and the terminal al. Like Native and Indigenous, discussed under their own entries, Aboriginal is an adjective and so the phrase should be “Aboriginal people,” never “an Aboriginal” or “Aboriginals.” Also like Native and Indigenous, you may find it in use with regard to the original presence of anything in any region, and in most of these instances you would not capitalize it.

acknowledgment
No “e” after the “g.” Knowledgeable is another story

acronyms
An acronym precisely defined is a sequence of initials pronounced as a single word. For instance, RAG (pronounced as if it’s an old piece of cloth) for Regional Association of Grantmakers. Many reputed acronyms are actually initialisms -- a sequence of initials pronounced not as one word but as separate letters: FBI, BIA, IRS, HTML, etc. For purposes of this guide, we will refer to both as acronyms.

Use acronyms as seldom as possible. Be alert for ways to avoid using them. Never assume that the reader finds acronyms as understandable as you do. Only a few acronyms are permissible on first reference: FBI, NASA, AM and FM radio, television or radio stations such as CBS or NBC or ABC or CNN or BBC or CBC or WFLR, UNICEF (for United Nations Children’s Fund), UNESCO (for United Nations Educational, Scientific and Cultural Organization), stock indexes such as NASDAQ or occasionally (and only with explanation) ticker symbols such as DAVE for Famous Dave’s etc.

Aside from those listed above, in general, acronyms must be written out on first reference. The acronym should then be placed in parentheses immediately following the first reference if and only if the acronym is used in subsequent reference in the same document. If the acronym is not used subsequently in the same document, it should not appear in parentheses after the initial use. Do not automatically assume that you will use the acronym a second time, especially in a brief document. Rather, your assumption going in should be that you can find alternatives to the acronym.
addresses
When not on labels, addresses should be typed onto envelopes in standard format and should appear to be centered at a casual glance.

ad hoc
Write it with a space between in plain text. It should refer only to groups, committees, advisory boards and so forth that have been pulled together for one limited purpose. It should not refer to actions or decisions. It is not a synonym for episodic.

administration
Always lowercase when used in the Bush administration, for instance, or the Capoeman-Baller administration, or any other.

adverbs
Do not put a hyphen after the ly ending of adverbs. No hyphen after federally or tribally -- both are adverbs. So in phrases such as “the tribally chartered business” or “the federally guaranteed loan program,” no hyphen should appear.

An adverb is a word that ends in ly, but only when the ly ending means “in the manner of.” The word silly, for instance, does not mean in the manner of a sil, so it is not an adverb. This rule is not infallible, but it is worth utilizing: if a word with an ly ending can be rendered so as to mean “in the manner of a (whatever),” chances are that word is an adverb. Therefore it would not take a hyphen.

affect/effect
To affect is a verb meaning “to influence, to get a response.” To effect, used as a verb, means “to cause, to bring about.” As a mnemonic, note the difference in degree: affect is for influence, effect is for actual change. The same difference does not hold true for affective and effective – affective means “emotional, caused by or expressing sentiment, feeling.” Effective means a number of things but mainly “producing the intended results.”

a lot
Two words with a space between. (Mnemonic device: space between as an empty lot.)

Alaska Native
Always Alaska Native, never Alaskan Native or Native Alaskan.

_a.m./p.m._
Ordinary usage: periods, no caps, no spaces.

**American Indian:**
Acceptable for use. Also acceptable is Native American, Native and Indigenous.

_ampersand/&_
In regular business prose, change all ampersands to and.

_asset-building_
Always write it with a hyphen.

_B_

**blood quantum**
The phrase blood quantum, in reference to enrollment credentials, is acceptable. Full-blood, half-blood, quarter-blood, half-breed, and mixed-blood are not.

_brackets_
Brackets should be used to set off words within quotations that do not come from the person being quoted. In general, bracketed material is explanatory in nature – it is supplied so as to explain, elucidate or augment the quotation. The brackets are an indication to the reader that the words within them are not part of the original quotation.

_bylaw(s)_
Never hyphenate.

_C_

**Canadian miscellany**
In Canada, or when writing about things Canadian, a number of Native-specific usages differ from standard American English. Among them:
• Reserve is the preferred term for reservation.
• Aboriginal, which appears in the Canadian constitution, is the preferred term for Native people in Canada.
• Native is an accepted, though not necessarily preferred, alternative to Aboriginal.
• Indigenous is used within Canada much as it is used most often in the United States – more or less strictly in reference to international Native people(s).
• First nation is the preferred term for a particular Native group or government, comparable with American tribal nation. Care must be taken, not to allow any ambiguity between references to Canadian first nation(s) and American Indian Science and Engineering Society when writing up subject matter that concerns both. One way to avoid such ambiguity would be to apply the rule under capitalization below – that is, references to the AISES of Canada should be lowercase when the phrase is not part of an official title.
• Indian is not a preferred term in Canada.
• Band is more widely used than tribe.

capacity-building/building capacity
Always with a hyphen in the first instance; never so in the second.

Capitalization
• Follow the conventional rules, which call for capitalization of initial letters in a sentence, proper nouns, and titles.
• Capitalize the word tribe only when it is part of an official title, not otherwise. The Rosebud Sioux Tribe becomes the tribe on subsequent reference, unless of course the word tribe is still part of an official title on subsequent reference. The same applies to state and federal, two more words we often want to capitalize. Except as part of an official title, do not capitalize “foundation.” The Ford Foundation becomes the foundation on subsequent reference, unless of course the word foundation is still part of an official title on subsequent reference. Nation is capitalized only when it is part of a title, for instance the Navajo Nation. But even the Navajo Nation would be the nation on subsequent reference, unless for some reason you were repeating the official title on subsequent reference.
• Universally identifiable regions should be initial-capped as one word Midwest, Southwest, Northwest, the South, the East Coast,
the West Coast, the Orient, the industrialized West – but all the
directions of the compass should be lowercase. Generally, do not
initial-cap regions of a state or nation, as in northern New York state,
but an exception for Northern California and Southern California.

- In general, do not write anything in capital letters only. The only
exceptions here are highly specialized, such as ATTN, or certain
e-mail usages where all-caps are computer-supplied in original
messages and so may be appropriate in reply.

century
Do not capitalize in normal prose except as part of an organizational
title. The numeration of centuries follows the rule for ordinal numbers:
spell out numbers under 10, use numerals for 10 and above (not Roman
numerals, however.) So first century, 15th century, and so forth.

chairman/chairwoman/chairperson/chairs
Use chairman and chairwoman as appropriate, chairperson when in
doubt, and chairs for the plural form as in “the chairs of the various
Plains tribes met with the Indian Health Service area office executives in
Aberdeen, South Dakota.”

colons
Colons should not impede the normal course of reading. A colon is
needed only when the transition to other content is notably abrupt.

One more thing: unless it’s a proper noun, the first word after a colon
should not be capitalized, because it is not the beginning of a new
sentence.

commas
Commas can alter the meaning of content. Properly used, they can also
make reading much easier. A comma will usually follow an introductory
clause. After any long introductory clause, a comma is mandatory.
A comma is not mandatory before the last item in a series; whether
or not to place it depends on the context and individual preference.
It is also helpful to know the distinction between essential and non-
essential clauses, and how they effect punctuation. This distinction is
nicely explained in the Associated Press Stylebook under the entry for
essential clauses.

comma splices
A comma splice occurs when a comma is used where a period, colon or
semi-colon is called for because it would best reflect a pause in normal speech.

*compliment/complement*
A compliment is praise. Complement implies completion.

*compound modifiers*
Compound modifiers, also known as compound adjectives, require hyphens. Compound phrases take a hyphen when they appear in a modifying role.

- A girl may be 10 years old, but when modified by her age she becomes ... A 10-year-old girl.
- A contract that is in place for the long term is a long-term contract.
- Tony Scott may be working hard but he is a hard-working Tony Scott.
- The hair is reddish brown, but it is reddish-brown hair.

*compound nouns*
Look up the nouns at issue in a dictionary. If a one-word compound isn’t found in either place, use both words as you normally would, without a hyphen.

*compound verbs*
Always take a hyphen when not already one word. For example, the editor decided to copy-edit the article.

D

*database*
One word.

*dates and months*
The sequence of dates and months goes like this: month space date comma space year comma/period. Today’s date is Jan. 29, 2002. Or: Jan. 29, 2002, is today’s date. Note the mandatory comma after the year in a continuing sentence.

Out-of-country correspondence is an exception, because much of the world prefers to separate the numerals with the letters of the month instead of with a comma: the date is 29 Jan. 2002.
Month abbreviations should go by the Associated Press Stylebook: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec. But note that the abbreviations only accompany a numbered day of the month, and only when the number comes immediately after the month. Today is Nov. 9. The period from Thanksgiving in November to New Year’s Day in January is a popular holiday season.

**dash**
The dash is not a hyphen. The dash sets some words off from others, rather than connecting words with others like the humble hyphen.

**decision-making/decision-maker(s)**
Always hyphenated.

**disburse/disperse**
To disburse is to expend money from a fund or account. To disperse is to scatter.

**dollar(s)/dollar sign**
Except in direct quotes, put the dollar sign in front of the numbers instead of writing out the word dollar(s). Do not to write the word dollar(s) after a dollar sign and numbers – as in $100 dollars.

**donor advised fund**
No hyphen.

**E**

**e.g.**
For Latin exempli gratia, meaning “for example” in English. Write it with periods, without a space, in plain text. Use it sparingly.

**Elements of Development**
- The Elements of Development should be capitalized thus on first reference.
- On first subsequent reference only, the Elements of Development should be in quotes as the “Elements.”
- All references subsequent to that should be to the Elements (cap E, no quotes).
- It is always permissible to slip in a subsequent Elements of Development (cap E and D, no quotes) as occasion permits.
ellipses
Three dots, never four. Indicates the omission of words or creates a trailing-off effect, usually at the end of a sentence. An ellipsis is made with three periods, one right after another, with a space before and after. A period is never part of an ellipsis; it is always separated by one space.

e-mail
At present, it has a hyphen.

et al.
For Latin et alia, meaning “and others” in English. Write it as two words with a space between, in plain text, no period after et but always one after al. Use it sparingly indeed. Generally for use in bibliographies.

F

federally
No hyphen after this one, as discussed above under adverbs.

female/woman/women
Female is an adjective, woman and women are nouns. Avoid the adjective female where the adjective male would not be used.

Five Civilized Tribes
Patronizing nowadays; do not use without qualification. It is still used on occasion based on its historical cachet. The five tribes are the Creek, Choctaw, Chickasaw, Cherokee, and Seminole. The epithet arose not so much from a tribal passion for the attributes of civilization Western-style, nor from rejection of their traditional cultures, but from a determined adaptive effort to keep from being overrun.

follow-up
Hyphenate in all uses.

Fort
When using this word as the name of a reservation, tribe, military installation or historical site, always spell it out. Never use the abbreviation “Ft.”

forums
The word forums is the adequate plural of forum. Do not use “fora.”
foundation(s)
Follow the rules under capitalization above, but also always spell out this word. For instance, never use “fndn.”

fundraising/fundraiser/fundraise
One word in all uses.

G

giveaway/give away
As a noun, one word; but as a verb still two.

grantmaking/grantmaker
One word in both cases.

grassroots
One word.

H

hands-on
Always with a hyphen.

Hawaiians
Never refer to Native Hawaiians as Indians. Native Hawaiians is appropriate.

homeland(s)
One word except when it is used as two in official designations, for instance the Office of Hawaiian Home Lands.

homeownership/homeowner(s)/homeowning
One word in all uses.

homepage
One word.
i.e.
For Latin id est, meaning “that is” in English. Write it with periods, without a space, in plain text. Use it sparingly.

impact
Impact is a noun, not a verb. “To impact” is not English.

in box/inbox
Generally, two words, no hyphen, is the official, technically correct, usage; however, we will accept either usage, provided one single usage is consistent within each document.

indentation
An indentation should be no more than three spaces. In automated tab settings, between two and three spaces is common and correct.

Indian
American Indian, Native American, Native and Indigenous are preferred. Use Indian(s) for the rare occasions when it would not be inappropriate.

Indian Country
Capitalize both words. This is a legal designation signifying all lands under U.S. jurisdiction within the exterior boundaries of reservations and those lands considered “dependent Indian communities.” For many tribal governments, the phrase encompasses all lands within the original exterior boundaries of the reservation. Indian Country can be accurately applied to reservations and Alaska Native villages alike, so it is quite a useful term. Although be careful when dealing with legal issues when using it in relation to Alaska as the U.S. Supreme Court issued a ruling that the lands held by Alaska Native corporations are not “Indian Country” in the same manner as those in the lower 48 states. It also does not apply to Hawaii, U.S. possessions, or any non-U.S. jurisdiction.

Indigenous
Use this term, capitalized, when referring to Native people. It is an adjective, so at present the phrase must always be Indigenous people(s). Attempted nouns such as “Indigenes” or “the Indigenous” should not be used. As for a distinction between Indigenous people and Indigenous peoples, follow the rule discussed under Native below.

Iroquois Confederacy
Also known as the Six Nations, the Iroquois League, or in their own term
“Haudenosaunee” (People of the Longhouse). The alliance still exists and consists of the Seneca, Mohawk, Onondaga, Cayuga, Oneida (of New York), and Tuscarora.

-ing endings
A great mnemonic device for spelling -ing words correctly:

- If the word has two syllables and the accent falls on the first, do not double the last consonant before adding ing. For instance, travel becomes traveling (one l) because the accent is on the a.

- If the word has two syllables and the accent falls on the second, double the last consonant before adding ing. For instance, control becomes controlling (double l) because the accent falls on the second o.

institution-building
Always with a hyphen.

Internet
Capital I, always.

italics
Italic type is for highlights and emphasis, never for long stretches of text because it is difficult to read. For italics in titles, see under titles in print below.

its/it’s/its’
- By convention, its as a possessive does not take an apostrophe after the s.
- Never place an apostrophe after the s of its – it would mean itses.
- It’s is permissible only when it’s a contraction for it is or (rarely) it has.

J

judgment
No “e” after the “g.”

Jr./Sr./Inc.
A comma is unnecessary before any one of these three. When a company puts a comma before Inc. in its corporate letterhead, the rule on logos (below) applies. And a comma is required after these three only when standard punctuation requires it.
L

learned
Always thus. Learnt is dialect and dialects are generally considered non-standard.

listserve
One word, with an e on the end.

logos
When reproducing a formal title would force you to abandon the standard rules of grammar, punctuation or syntax, follow the standard rules and abandon the formal title, which has revealed itself at that point as a logo. So in standard narrative prose, write the Ford Foundation (not The Ford Foundation), the Hitachi Foundation (not The Hitachi Foundation), Territory Resource (not A Territory Resource), the Body Shop (not The Body Shop), Yahoo (not Yahoo!), Amazon.com (not amazon.com), K. D. Lang (not k.d. lang), E. E. Cummings (not e.e. cummings), Guess (not Guess?), and E-Trade (not E*Trade), etc. E-Trade is an example of the way we treat vanity typographic elements in ordinary prose: as stylized hyphens.

long-term
When used as a compound modifier, it takes a hyphen.

longtime
When used as an adjective, this is one word by convention.

M

memo/memorandum
Either word is fine; memorandum is a more formal usage.

microenterprise
One word, no hyphen.

millions and more
When numbers get this large, always drop the zeros in favor of the simple numeral and word: six million, 73 billion, etc.
mission statement of American Indian Science and Engineering Society/mission
The mission of the American Indian Science and Engineering Society (AISES) is to substantially increase the representation of American Indians and Alaskan Natives in engineering, science, and other related technology disciplines.

Since 1977, AISES has worked to substantially increase American Indian and Alaska Native representation in science, technology, engineering, and math (STEM) fields — as students, professionals, mentors, and leaders. AISES employs a “full circle of support” model that begins with pre-college programs, progresses into collegiate life, and then into the professional years of members and on into retirement.

AISES works to promote, initiate, and provide educational services for American Indian and Alaska Native pre-college, college, and graduate students in STEM. AISES also supports early-, mid-, and executive-level professionals in STEM through professional development, mentoring, networking, community service, and awards programs and initiatives. AISES is the only professional society established by and for American Indian and Alaska Natives that specifically emphasizes lifelong learning and educational achievement by utilizing cultural aspects with STEM.

Mount
When using this word as the name of a mountain or in the name of a tribe, always spell it out. Never use the abbreviation “Mt.”

N

nation-building
Always with a hyphen.

nationwide/worldwide
These are single words, without a hyphen. But similar constructions, such as reservation-wide, state-wide, county-wide, company-wide, etc., all take a hyphen.

Native
Native is capitalized when it refers to Native people(s) or their activities, but not otherwise in normal use. Do not capitalize “native grasses,” for instance, is correct. As for activities: Native language, Native crafts, Native lifeways – all such phrases would be correct provided they
refer to the activities of Native people(s) or culture. But if the reference to crafts, for instance, was more along the lines of “crafts native to the region,” no capital, not even if the crafts native to the region were Native crafts. Another example: all religious issues aside, Mormonism and Christian Science are sometimes referred to as native religions of America ... i.e., native American religions, but never Native American religions. The Native American Church, by contrast, could be correctly referred to as a native religion of America, as a Native religion of America, as a native American religion or as a Native American religion – all depending on context.

Native Americas is a useful term for Canada, Alaska, America, Latin America, South America and the Caribbean – so use it as needed.

Peoples with the terminal s implies sovereign nationality under international law; whereas people insinuates, often for nefarious purposes, that tribal groups are just a bunch of folks who happen to have bumped into each other out in the territories. We clearly want to use the term Native peoples where the distinction would come up, and it would function as a term of respect in any case. So Native peoples is the preferred term, but Native people can be used on those occasions where it seems more appropriate, for instance when referring to a small number of Native people who are engaged in everyday pursuits. An example would be powwow attendance: when simply noting the number of Native people enjoying a powwow, the phrase Native people would be fine. But if you wanted to emphasize the number of different tribal nations from all over the world represented at a powwow, you would use Native peoples.

**nonprofit**

One word, no hyphen. The alternative term “not-for-profit” should not be used ordinarily, but regulations require it in certain reporting documents. The international term for nonprofits is non-governmental organizations, more often known as NGOs (one of those acronyms that cannot be avoided).

**numbers**

All the rules we’ll ever need on numbers:

- Spell out one through nine.
- Use numerals for 10 and above.
- Same pattern holds for the ordinals, first through ninth and then 10th etc. There is an exception for sequence assigned as names,
but you can get it from the Associated Press Stylebook if you ever need to know it.

• When sentences begin with a number, spell it out. Seventy-six trombones led the big parade. The one exception is when a sentence begins with a calendar year. 1962 initiated the record 43 consecutive winning football seasons of the Nebraska Cornhuskers.

• When numbers above 20 must be spelled out to start sentences, a hyphen connects the ty ending with the following word, but otherwise no hyphen is required: forty-three but one hundred forty-three.

**numeracy**

When dealing with numbers, do the arithmetic to make sure they come out right before they appear in print.

O

**ongoing**

One word.

**online**

One word.

P

**parenthesis and punctuation**

For the most part, punctuation marks follow the close of a parenthesis. (The only exception is when a parenthesis contains the entirety of one sentence, sentences or other expression(s) – then the punctuation stays within the parenthesis.) (See?)

**percent/percentages/fractions**

Percent is always one word, always spelled out. The percentage sign, %, is reserved for tables, columns, charts and the like. When narrating percentages, the number is never spelled out, so use 6 percent or 60 percent or 98.6 percent, or 100 percent vested in a profit-sharing plan, etc. Note though that this is for actual numbers. When a percent is point-something, the decimal is easily lost without the zero. So eight-tenths of 1 percent would be written 0.8 percent. Which in turn brings up the question of how to handle fractions? Spell them out with a hyphen, whether it’s eight-tenths, one-half or five-sixteenths of an inch but when a fraction is right next to a whole number, the numeric configuration is mandatory: 91/2, no space between. The start-of-sentence exception
applies to both fractions and percentages: spell them out there, no hyphens allowed.

**possessive apostrophe after finals’**
We use the possessive apostrophe after final “s” to indicate possession: Ms. Mapes’ family line extends back to the Finger Lake area of New York state. Some people would insist it has to be Mapes’s, which is also correct, but we do it Mapes’ and have few problems with it, so the rule shall remain – possessive apostrophe after final “s.” A common problem is with the possessive and plural forms of nouns ending in “x” and “ch.” In both cases, add es to pluralize, an apostrophe and an s to show possession.

**potlatch**
The equivalent, in Alaska and the Northwest and parts of Canada, of the Plains “giveaway” – a traditional gathering and ceremony of recognition and sharing.

**Powerpoint**
This is a trademark name, like Frisbee, Kleenex, Xerox or Coke – that is, with an initial capital in all uses. Because standard usage trumps both trademarks and logos, however, do not capitalize the second p, as the trademark has it.

**powwow**
One word.

**S**

**San**
San (no s on the end) is our preferred term for the Indigenous tribes of Africa’s Kalahari Basin. Bushmen or Khwe can also be used, but San is preferred.

**seasons**
Spring, summer, winter and fall, as well as such derivatives as springtime, should never be capitalized unless they begin a sentence. Exceptions to this rule are so rare and specialized in our work that they’re not worth discussing.

**Seven Council Fires**
The “Oceti Sakowin,” correct historical terminology for what often passes today as the Great Sioux Nation. It comes from the distinct encampments of the different bands that gathered together every year.
These bands with their campfires were the Seven Council Fires, later termed the tribe and still later, the nation: imported terms both.

**The difference between Dakota and Lakota bands was one of dialect** people still joke about being “L speakers” or “D speakers.” Historically there was an easternmost band of Nakota, but “N speakers” today are found mostly among the Assiniboine of Fort Peck or in Canada.

**socially responsible investing/SRI**
Do not capitalize the initial letters. The initialism SRI can be used on subsequent reference, but never when the reference is to socially responsible investors.

**short-term**
When used as a compound modifier, it takes a hyphen.

**slash**
The slash, technically a virgule, has its uses, but in business prose it should be avoided. In general, the only acceptable use is and/or, but even then the attempt should be made first to rewrite the sentence so as to avoid the and/or construction. Probably too recent to be considered standard, but on occasion, you can use s/he.

**start-up**
Always with a hyphen.

**state abbreviations**
The capitalized postal codes are to be used only on envelopes and letterheads and published notifications – whatever the postal service will see, or others will use to reach us through the postal service. Do not use postal codes for any other purpose, as doing such will result in unsightly items like OK, AZ, TX and UT in the middle of otherwise presentable text. The only exception would be where the postal code may be mandatory in certain reporting formats. For inside addresses, datelines, text and all other state references – spell them out. The only non-postal context in which a state name should be abbreviated is datelines, as we see in press releases. For these abbreviations, which we will seldom use, please see the Associated Press Stylebook.

A comma and a space come between town and state: Fredericksburg, Virginia. In a continuing sentence, a comma and space must be placed after the state name as well: Fredericksburg, Virginia, could sure use another antique shop.
Suite
The abbreviation Ste. is acceptable, though not encouraged, when addressing correspondence or providing address information in print. The postal usage STE should be reserved for addressing envelopes and filling in mailing labels.

T

tax-exempt/tax exemption/501(c)(3)/Section 7871
Hyphenate tax-exempt when used as an adjective, but not tax exemption when used as a noun form. The tribe’s sovereign authority means it has tax exemption, but that doesn’t make it a tax-exempt organization.

Two other points around tax exemption and tribes:
• Most word processing programs will make 501 (c) (3) into 501©(3). When this occurs, after the parenthesis, small c, and end, immediately hit the backspace button. The copyright symbol will turn into a small c in parentheses. Then proceed to type the number 3 in parentheses and you’ll have your 501(c)(3), or when using Microsoft Word, create an auto correct listing to avoid the problem.

• Section 7871 is such a special case – capitalize the s of section whenever it appears immediately before 7871. So the proper use on all occasions would be Section 7871.

technical assistance
Never t.a.

technical assistance

telephone numbers
Our Raiser’s Edge, Gifts and Microedge software all require parenthetic format for certain global functions. So ... (540) 371-5615 is the proper format, even for 800 lines.

title abbreviations
Certain formal titles, but only a few, are capitalized and abbreviated before a name: Dr. Joseph Jacobs; Gov. Mark Warner; Sen. Clinton; Rep. Hastert. The only legislative titles that should be abbreviated are Governor, Senator and Representative (as above). These abbreviations are for first reference only. On subsequent reference when the person is named, the title is dispensed with. On subsequent reference when the person’s name is withheld but the title is mentioned – as in “The senator said” etc. – spell out the title without an initial capital. For a
representative, the words congressman or congresswoman are also acceptable. Note that the title of chairman, which we often encounter, is not abbreviated – no Chmn. in any usage, except possibly on an address label when space is at a premium.

titles

• Rules exist for writing titles in five categories that concern us here: titles of organizations or organized groups, formal titles of individuals on first reference, formal titles of individuals on subsequent reference, occupational titles, and courtesy titles.

• Titles of organizations or organized groups should be capitalized on first reference. And they should be capitalized on subsequent reference if the entire formal title is used again on subsequent reference. But this tidy rule seldom applies. Subsequent references to an organizational title are usually abbreviated and less formal. The Ford Foundation becomes the foundation,

• the U.S. Congress becomes congress, the Northern Cheyenne Tribal Council becomes the council or the tribal council, and the Board of Directors becomes the board or the directors or the board of directors on subsequent reference.

• Formal titles of individuals should always be capitalized on first reference when one of two conditions are met. The first condition is that the title itself must denote a scope of authority, accomplishment, or activity so specific that it becomes integral to the individual's public identity (the test here is somewhat subjective – does your audience ordinarily think of the title if they think of the person? If so, apply the caps). Pope John Paul, President Obama, Chairman Dr. Mary Jo Ondrechen, Prime Minister David Cameron, Sen. Udall, etc. The second condition is that the title appears immediately after the name on first reference: John Kerry, Secretary of Defense.

• The above rules on formal titles of course apply when referring to tribal chairmen and tribal chairwomen, as well as pueblo or tribal governors and presidents.

• The preference of the organization that confers the title also plays a role, so we are fully within standard usage to capitalize Sarah Echohawks formal title and those of board members, consistent always with the above rules. Draw the line at President, Vice President, Chief Executive Officer, and Chairman of the Board, for our own and other organizations.
• Occupational titles come with a different set of rules than formal titles. One does not capitalize occupational titles no matter how prominent the person may be. The astronaut John Glenn, the athlete Michael Jordan, the musician Joann Shenandoah, the preacher Billy Graham, the publisher Katherine Graham, the merchandiser Martha Stewart, the motivational speaker Billy Mills. Or: former U.S. President and peanut farmer Jimmy Carter; former Principal Chief of the Cherokee Nation and author Wilma Mankiller.

• The courtesy titles, Ms. and Mr., may be used in correspondence as appropriate but not otherwise in writing.

titles in print
• Use double-quotes around document titles, which are unpublished book manuscripts, published essays, newsletter articles, newspaper articles, magazine articles, policy position papers, research papers, etc.
• Use italics for book titles, journal titles (i.e., Federal Register), magazine and newspaper titles, newsletter titles, and film and play titles. Also for the names of court cases and for specific legislation when referring to it by the official title.
• Standard reference books, dictionaries and encyclopedias and such, are always in plain text. So are the Bible, the Koran, the Book of Mormon, and any other recognized scriptural volume(s) of an established religion.

tool
Do not overuse. It begins to sound jargony if we use it as a synonym for “method” or “venue.”

toward
No “s” on the end.

tribally
No hyphen after this one, as discussed under adverbs in section one.

tribes
According to the July 12, 2002 Federal Register Notice (Volume 67, Number 134), the number tribal entities recognized and eligible for funding and services from the Bureau of Indian Affairs by virtue of their status as Indian tribes is 562. These 562 tribes do not include any non-federally recognized tribes even if a tribe is state recognized.
U

underscoring
In general, do not underscore anything. Exception: direct mail.

underway
One word, on grounds of pronunciation.

United Nations/United States
As nouns, spell them out. As adjectives, use the initials with periods after and no space between: In voting Washington's candidate off the panel, the United Nations delivered a grievous insult to U.S. prestige in world opinion. The United States didn't appreciate the slight, and Ambassador Blowsme registered his displeasure at the U.N. customer service window.

V

very
Avoid using as an intensifier in ordinary text. It tends to enfeeble the force one means for it to convey.

visual literacy
One design concept must be engrained in anyone who takes part in preparing correspondence and documents for distribution. This one all-important design concept is as follows: things that go together conceptually must also package together visually.

W

Web
Short for the World Wide Web, and like its long form capitalized. The shorthand reference www should be lowercase, but reserve it for use primarily in e-mail addresses.

webpage
One word, no capital.

website
One word, no capital.
well-being
Always with a hyphen.

widows/orphans
These terms describe single words or lines or sometimes letters that are left at the bottom or top of pages or columns in a layout. Avoid them.