

FOR WEBMASTERS: STYLE GUIDE

BY THE AMERICAN CHEMICAL SOCIETY:
WEB STRATEGY AND OPERATIONS (WSO)

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ACS
Chemistry for Life™

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1. USAGE

The following section indicates correct usage for often-misused words and terms on the ACS and ACS-affiliated websites.

ACS – Use when referring to the American Chemical Society, not “A.C.S.” or “the ACS”

a.m./p.m. – Lowercase; both letters followed by a period; space before

Example: 3:15 p.m.

C&EN – Acronym for *Chemical & Engineering News*; do not italicize

C&EN Online – Official name of *Chemical & Engineering News*' web presence; italicize

CAS – All caps; no periods

District of Columbia – Abbreviate as DC

Examples:

* The DC government approved funding for scientific research that would allow...

* 1155 16th St., NW
Washington, DC 20036

e.g., (means for example) – Lowercase; both letters followed by a period; ending comma

email – One word; lowercase; no hyphen; capital "E" when occurring as the first word of a sentence

fax – Lowercase; replaces "facsimile" in all cases

homepage – One word; lowercase

HTML – All caps; no periods

i.e., (means in other words) – Lowercase; both letters followed by a period; ending comma

Internet – Uppercase

intranet – Lowercase

JPEG – All caps; no periods

login/logout (noun) – One word; no hyphen

Example: The Member Network login is on the landing page.

log in/log out (verb) – Two words; no hyphen

Example: Go to the Member Network landing page to log in.

logon/logoff (noun) – One word; no hyphen (see **login/logout**)

log on/log off (verb) – Two words; no hyphen (see **log in/log out**)

online – One word; no hyphen

podcast – One word; lowercase

signin/signoff (noun) – One word; no hyphen (see **login/logout**)

sign in/sign off (verb) – Two words; no hyphen (see **log in/log off**)

United Kingdom – Abbreviate as UK

United States – Abbreviate as US

username – One word; lowercase

v-cast – Lowercase; hyphen

web – Lowercase; use instead of "World Wide Web"

webcast – One word; lowercase

webpage – One word; lowercase

website – One word; lowercase

webmaster – One word; lowercase

1.1. Commas

Use serial commas in copy to avoid ambiguity. (Using serial commas means that there IS a comma before the conjunction in sentences with a series of three or more. See examples.)

Example:

National Chemistry Week (NCW) is a community-based event that unites local sections, businesses, and individuals.

Commentary by expert speakers is independent of any position that may be held by ACS, the sponsors of Science & the Congress, or its co-hosts.

1.2. Spacing

Put only one space after punctuation marks at the end of a sentence, colons, and semicolons.

1.3. Em dash, en dash, hyphen

em dash – Use for abrupt breaks in sentence or to clarify meaning.

Example:

ACS—the world's largest scientific organization—recently published its annual report.

en dash – Use to express time or distance, or to off-set an introductory word/phrase from an explanation to follow.

Examples:

- * 1900 – 1950
- * 5:00 p.m. – 6:00 p.m.
- * 2 – 3 miles
- * C&EN – Popular ACS publication

hyphen – Used for compound adjectives/nouns, telephone numbers, etc.

Examples:

- * decision-making process
- * required follow-up
- * 202-872-4600

1.4. Numbers

◆ Below 10:

Use numerals for units of measure (e.g., 3 mL) and ordinals (e.g., 1st, 2nd, 3rd, etc.). Also, use numerals for charts, graphs, illustrations, and tables. Otherwise, spell out.

◆ 10 and above:

Use numerals, unless the number comes at the beginning of a sentence and

is NOT a unit of time, measure, or an ordinal.

Examples: Eleven scientists applied for the grant.

10th on the list was Dr. John Doe.

75 gallons of vinegar is added to the mixture.

◆ **Domestic and foreign telephone numbers:**

Use hyphens to separate number sets.

Examples: 202-872-0000; 31-115-12-1234

1.5. Dates

Spell or use a standard abbreviation. Separate the date from the year with a comma.

◆ Incorrect: 03/08/09

◆ Correct: March 8, 2009

◆ Correct: Mar. 8, 2009

Use standard abbreviations for tables, charts, graphs, and other summary formats.

Standard abbreviations for months (note the period at the end):

Jan.	Feb.	Mar.	Apr.	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.

Standard abbreviations for the days of the week:

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
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1.6. Times

The correct format is: time + one space + "a.m." or "p.m." + one space + time zone abbreviation.

Example: 3:00 p.m. ET

Use the following abbreviations for US time zones:

◆ ET: Eastern Time

◆ CT: Central Time

◆ MT: Mountain Time

◆ PT: Pacific Time

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Using "S" (for Standard Time) or "D" (for Daylight Time) is unnecessarily complicated and could require additional maintenance.

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