

# District 16 Publications Style Guide

## *D16 Publications Committee*

### Punctuation and Style in General

Use these general guidelines.

- Capitalize very little and almost never use bold face except in headings. Use *italics* for emphasis. Underline words you want in italics. Don't use double or triple exclamation points (!! or !!!).
- Don't use ALL CAPS except for acronyms (STaC, ACBL).
- No double spaces. Single space after all punctuation marks: periods, question marks, and exclamation points.
- Spell out states, days and months except in heads.
- Abbreviate very little in body text. Use contractions for easier reading.
- Avoid superfluous hyphens – few are really correct.
- Use contractions for easier reading.

### When to Capitalize

Most words in our bridge world are not capitalized, except when preceded by a proper noun.

- Don't capitalize notrump, unit, district, sectional, regional, bridge, duplicate, board, unit, or masterpoint. Always capitalize words preceded by a proper noun. For example: Austin Regional, Balboa Sectional, Unit 233, District 16, or Dallas Sectional.
- Do not capitalize club game, unit game, tournament, or event.
- Use initial caps on bridge achievement titles, like Life Master.
- Do not use initial caps for elected officers unless followed by, and part of, a name. For example, never use initial caps for president, vice president, secretary, treasurer, board, club, and bridge. But always use initial caps for President Bill Smith, Vice President Sally Smith, District 16 Board, Fort Western Bridge Club.
- Do not capitalize suits, honor cards and spot cards when spelled out: spades, hearts, diamonds or king, queen, deuce.
- Use caps for a hand or auction, for example, H3, 3S or suit pips.
- Do not use caps on generic games: charity game, championship game, unit game, club championship.
- Do not capitalize: bridge, strat, kibitzer, league, district, unit, club, board of directors, board, director unaccompanied with a proper noun.

- *Do* capitalize: Flight A, Strat A, STaC, Sectional Tournament at Clubs, IMPs.
- *North/South, East/West* initial caps and italics.
- Use initial caps on specific game events at a tournament or club: Stratified Pairs, Open Pairs, Swiss Teams, Knockout Teams.
- Easybridge! is a registered trademark, one word, initial caps and an exclamation mark, even in the middle of a sentence.

### Bridge Terms

- Masterpoint is one word, abbreviated MP or MPs, but match point is two words.

### Cyber Words

Use the following guidelines.

- The word Internet is initial caps. The words email and web page are lowercase. So not put a period at the end of emails or web addresses.
- Website is one lowercase word: website.
- Italicize email addresses like *help@acbl.org* or web addresses like *www.acbl.org*

### Listing Winners

Use this model to list winners.

- Strat A: Jim Jones-Joan Smith, Strat B: Tom Black-Betty White, Strat C: Bill Green-Linda Brown
- Use 1st rather than first and 2nd rather than second, for example: 1st: Jim Smith-Joan Smith, 2nd: Tom & Betty White, 3rd: Bill Green-Linda Brown. But first Monday of the month is not superscript.
- Avoid long lists of winners and high regional placements – they're listed in *Scorecard*.
- List winners with 70% and higher games as: 70.33% Jim Jones-Sally White, Ridgecrest Club, January 24.
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### Symbols

Use the following guidelines when showing specific cards:

- The suit pip (symbol) goes in front: C3.
- For a bid, the suit pip goes *after* the number: 3C.
- Don't use pips to describe suit length or tricks: "I held five spades and four clubs," rather than, "I bid 5S over his 4C."