

AAUW Style Basics and AAUW.org Web Style Basics

AAUW Style Basics and AAUW.org Web Style Basics sets the standards for AAUW's print and web publications. Use this guide to determine usage, distinctive spelling, and word preferences.

If the word or guideline you're seeking is not listed, first check the most recent editions of the *Associated Press Stylebook and Briefing on Media Law* and then *Merriam-Webster's Collegiate Dictionary*. *AAUW Style Basics and AAUW.org Web Style Basics* takes precedence over all other resources.

Although usage consistency is desirable across all AAUW entities, this style guide is mandatory only for national office staff.

The guide is available on the web. For national office staff, it is also available on the R drive under Communications.

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March 2007

AAUW Style and Usage

	Guidelines	Web notes
AAUW corporations	<p>Spell out American Association of University Women the first time you use it.</p> <p>Write American Association of University Women, AAUW, or the Association. <i>Never</i> follow the spelled-out name with (AAUW); <i>never</i> write “the” AAUW. <i>Never</i> put periods between the letters (e.g., not A.A.U.W.).</p> <p>Write AAUW Educational Foundation or Educational Foundation (<i>not</i> Foundation or EF except for branch and state EF chairs).</p> <p>Write AAUW Leadership and Training Institute, LTI, or the Institute. <i>Never</i> use an ampersand (&) or write “the” LTI. <i>Never</i> follow the spelled-out name with (LTI).</p> <p>Write AAUW Legal Advocacy Fund, LAF, or the Fund. Always write, “AAUW Legal Advocacy Fund, a program of the AAUW Educational Foundation,” in the first usage. <i>Never</i> write “the” LAF. <i>Never</i> follow the spelled-out name with (LAF).</p> <p><i>Never</i> write AAUW’s Educational Foundation, AAUW’s Legal Advocacy Fund, or AAUW’s Leadership and Training Institute.</p>	<p>Because the website banner includes AAUW’s full name, you don’t need to spell AAUW out in the first usage on the web.</p> <p>All other guidelines apply to the web.</p>
AAUW Charter and Bylaws	Use italics (e.g., <i>AAUW Charter and Bylaws</i>). Do not use initial capital letters for the words charter and bylaws, charter, or bylaws when you are using them alone.	Guideline applies to the web.
Address	Always write the national office address as follows: 1111 Sixteenth St. N.W., Washington, DC 20036.	Guideline applies to the web.

	Guidelines	Web notes
Awards	AAUW Achievement Award AAUW Recognition Award for Emerging Scholars AAUW Women of Distinction Award AAUW/National Organization on Disability Grant Award Eleanor Roosevelt Fund Award Founders Distinguished Senior Scholar Award Progress in Equity Award, PIE Award (spell out in first usage) Speaking Out for Justice Award Scholar-in-Residence Award, but scholar in residence when referring to the person	Guideline applies to the web.
Board of directors	Use initial caps only when writing the complete formal name, e.g., AAUW Board of Directors. Do not use initial caps in any other case, e.g., AAUW board, board of directors of the Educational Foundation.	Guideline applies to the web.
Branches and states	Write AAUW of [state], e.g., AAUW of Oregon. Using the following format for branches: AAUW McLean (VA) Branch. Do not use an initial cap if you use the word “branch” by itself in a sentence, e.g., The branch officers voted to hold a Sister-to-Sister Summit.	Guidelines apply to the web.
Chair	Use “chair,” not chairman, chairwoman, or chairperson.	Guideline applies to the web.
Committees and task forces	Use initial caps only when writing the formal name of the committee or task force, e.g., AAUW Public Policy Committee, the committee, AAUW of Florida Diversity Task Force, the task force. Use “chair,” not chairman, chairwoman, or chairperson.	Guidelines apply to the web.

	Guidelines	Web notes
Conventions and conferences	<p>AAUW National Convention Write the following: 2007 AAUW National Convention, 2007 National Convention, 2007 AAUW Convention, 2007 convention, the convention, the national convention, the AAUW convention in Phoenix.</p> <p>Use an initial cap in conference and convention only when you are using the formal name, e.g., AAUW Conference of State Leaders, 2006 convention.</p> <p>Use initial caps for convention themes and presentation titles but do not format them in bold or italic or use quotation marks, e.g., The theme of the 2006 conference is Expanding a Legacy of Leadership.</p> <p>Do not capitalize delegate.</p> <p>National Conference for College Women Student Leaders <i>Never</i> use NCCWSL for the National Conference for College Women Student Leaders. If you must abbreviate, use student leader conference (no capital letters).</p> <p>Use initial caps for conference themes and presentation titles but do not format them in bold or italic or use quotation marks, e.g., The theme of the 2006 conference is Summit on Sexual Harassment.</p>	Guidelines apply to the web.
Fellowships and grants	<p>Use initial caps only when using the formal title, e.g., American Fellowship, Career Development Grant, Community Action Grant, International Fellowship, Selected Professions Fellowship Panel, American and International fellowships, fellowships, grants.</p> <p>Fellows: Use initial caps only when using the formal title, e.g., American Fellow, Educational Foundation fellow, fellow, former fellow</p> <p>Scholar-in-Residence Award, but scholar in residence when referring to the person.</p>	Guidelines apply to the web.

	Guidelines	Web notes
Helpline	AAUW Helpline, helpline. For the e-mail address, use only helpline@aauw.org. <i>Never</i> use info@aauw.org.	Guidelines apply to the web.
International Federation of University Women	Spell out in first usage, and then use IFUW. <i>Never</i> write “the” IFUW.	Guideline applies to the web.
Lobby Corps	AAUW Capitol Hill Lobby Corps, Lobby Corps, the corps	Guideline applies to the web.
Members	<i>Never</i> use initial caps: branch member, college/university partner, 50-year life member, honorary life member, paid life member, student affiliate, student affiliate-at-large Always spell out members-at-large. Use MAL only for internal AAUW materials.	Guideline applies to the web. Never use MAL on the web.
Membership	More than 100,000 members, 1,300 branches, and 500 college and university partners nationwide (as of May 2006)	Guideline applies to the web.
Officers	Use initial caps only when the title immediately precedes the person’s name, e.g., AAUW President Ruth Sweetser. Do not use initial caps following the person’s name, except in event program books, e.g., Barbara O’Connor, Educational Foundation president. LAF liaison, EF chair Do not hyphenate positions beginning with “vice,” e.g., vice president, vice chair. For regional directors, always capitalize the region but capitalize regional director only when it precedes the person’s name, e.g., Pam Thiel, Great Lakes regional director, Middle Atlantic Regional Director Linda Haigh Tozier.	Guidelines apply to the web.

	Guidelines	Web notes
Programs and themes	<p>AAUW programs and convention themes are written in title case without bold, italics, or quotation marks. Do not use initial caps without the formal name. Spell out formal names in the first reference. Use the formats below:</p> <p>AAUW Building a Harassment-Free Campus initiative, the initiative AAUW Campus Action Project, CAP after first use, the project AAUW College/University Partnership Program, C/U program, the program AAUW Keys to the Future: A Member-Get-a-Member Campaign, Member-Get-a-Member Campaign, the campaign AAUW Leader-to-Leader Program, the program AAUW Legal Advocacy Fund Legal Resource Referral Network, LAF Legal Resource Referral Network, LAF network, the network AAUW Tech Check for Schools, Tech Check AAUW Voter Education Campaign, Voter Education Campaign, the campaign ¡Adelante! Book of the Month Club, book of the month club, the club Because Equity Is Still an Issue™, Because equity is still an issue Education and Equity: Choices for a Changing World Education as the Gateway to Women’s Economic Security 1881 Fund, the fund Eleanor Roosevelt Fund for Women and Girls, Eleanor Roosevelt Fund, the fund Girls Can! Community Coalitions Project; the Girls Can! project, the project Member-Get-a-Member Campaign, see AAUW Keys to the Future Research & Projects Fund, R&P Fund (always use the ampersand), the fund Shape the Future Membership Campaign, the campaign Signposts: A Guide to Creating Gender-Fair Schools, Signposts Sister-to-Sister Summit, the summit Transitions Conference, the conference Woman-to-Woman: A Community Dialogue on Social Justice Women-to-Woman Voter Turnout Campaign, the campaign</p>	<p>Guidelines apply to the web.</p>

	Guidelines	Web notes
Publications	<p>Use italics for composition titles.</p> <p><i>AAUW Outlook</i> (never use <i>Outlook</i> without the AAUW)</p> <p><i>Action Alert</i></p> <p><i>LAF Update</i></p> <p><i>Mission in Action</i></p> <p>Research publications: In the first reference, cite the full name. After that, you may use shorter titles.</p>	Guidelines apply to the web.
Regions	Use initial caps only when referring to specific regions, e.g., Middle Atlantic Region, the region	Guideline applies to the web.
Resolutions	Always lowercase.	Guideline applies to the web.
ShopAAUW	No space between shop and AAUW.	Guideline applies to the web.

General Style and Usage

	Guidelines	Web notes
Spelling, capitalization, hyphenation	acknowledgment adviser (not advisor, unless you are writing someone’s specific title) anti-choice (do not use pro-life) chair (do not use chairman, chairwoman, chairperson) chat room CD-ROM child care (adjective is child-care) coeducational co-sponsor decision maker database desktop dot-com download e-mail (noun and verb) et cetera, etc. (do not use) flyer (when referring to a publication) full-time (adjective), but full time (noun) (<i>E.g.</i> : She worked full time. She has a full-time job.) fundraising, fundraiser grassroots groundbreaking (don’t overuse this already overused word) health care (adjective is health-care) home page hyperlink Internet (always use an initial cap), intranet IP address judgment multicultural “non” words— In general, do not hyphenate words with the prefix “non”, e.g., nonmember, nonpartisan, nonprofit, nontraditional. Use hyphens before proper nouns (non-American) or awkward constructions (non-nuclear). on-site, off-site (adjective and adverb)	Guidelines apply to the web.

	<p>online, offline part-time (adjective), but part time (noun) (<i>E.g.</i>: She worked part time. She has a part-time job.) policy-maker, policy-making postsecondary pro-choice pro-life (do not use; use anti-choice) re-elect, re-election screen saver shareware socioeconomic T-shirt (always use an initial cap) task force (use initial caps if part of a formal title) time line turnout (noun), turn out (verb) URL (Uniform Resource Locator) versus (always spell out; do not use vs. Use v. for court cases) voice mail (noun), voice-mail (adjective) web, web page, webcast, website (but for World Wide Web, always use initial caps) workday, work force, workout, workplace, workroom, workstation, workweek ZIP code (<i>Zoning Improvement Plan</i>)</p>	
Academic degrees	<p>Avoid alphabet soup; use doctoral degree, master’s degree, bachelor’s degree, or associate’s degree in a sentence. Do not use initial caps.</p> <p>Do not use initial caps for subjects or fields unless the words are proper nouns, e.g., master’s degree in education, doctoral degree in English</p>	Guidelines apply to the web.
Academic departments	<p>Use initial caps only for proper nouns, e.g., English department, Spanish department, history department, women’s studies department.</p> <p>Use initial caps when the department is the proper name, e.g., University of Michigan History Department.</p>	Guidelines apply to the web.

	Guidelines	Web notes
Acronyms and abbreviations	<p>Spell out the word, name, or phrase at the first reference and do <i>not</i> follow it with an abbreviation or acronym in parentheses unless the acronym would not be clear on subsequent references, e.g., U.N. Development Fund for Women (UNIFEM), but <i>not</i> American Association of University Women (AAUW). If the acronym is not used again for several pages (or chapters), spell out the word, name, or phrase again.</p> <p><i>Never</i> put periods between the letters, e.g., AAUW, not A.A.U.W.</p>	Guidelines apply to the web.
Administration	<i>Never</i> capitalize administration when you use it to describe the president, e.g., Bush administration.	Guideline applies to the web.
Case names	Italicize case names, e.g., <i>Roe v. Wade</i> , the <i>Roe</i> case. Use “v.” for versus.	Guideline applies to the web.
Composition titles	See “Titles” below.	
Congress (U.S.)	<p>Always use an initial capital letter for Congress when referring to the U.S. Congress, e.g., U.S. Congress, 108th Congress, Congress.</p> <p>Always lowercase congressional unless it’s part of a title.</p> <p>Use initial caps for the U.S. Senate and House of Representatives (or House).</p> <p>See also Senators and representatives below.</p>	Guidelines apply to the web.
Courts	<p>Use initial caps only when using the formal name of the court, e.g., U.S. Supreme Court or Supreme Court, Arizona Supreme Court, state supreme court, the court.</p> <p>Capitalize judge, chief justice, and justice only as a title before a name.</p> <p>For the U.S. Court of Appeals, abbreviate the number as follows: U.S. Court of Appeals for the 1st (2nd, 3rd, 11th) Circuit.</p>	Guidelines apply to the web.

	Guidelines	Web notes
Dates	<p>Use the <i>three-letter abbreviation</i> for all months except March, April, May, June, and July.</p> <p>When you use a <i>full date</i>, precede and follow the year with a comma, e.g., The press conference was held Oct. 14, 2005, in the Talbot Room.</p> <p>When you use the <i>month and day</i>, abbreviate the month and do not use commas, e.g., The salmon form you submitted Jan. 17 was missing the budget code.</p> <p>When you use the <i>month and year</i>, spell out the month and do not precede or follow the year with a comma, e.g., The report released in January 2006 is about sexual harassment.</p> <p>Never write June 2nd, Feb. 1st, July 4th. Write June 2, Feb. 1, July 4.</p> <p>Watch line breaks. Always keep the month and day together on the same line. The year can be on the next line.</p>	Guidelines apply to the web.
Disabled	Use “people with disabilities.”	Guideline applies to the web.
E.g., i.e.	<p>e.g. = for example; i.e. = in other words or that is</p> <p>Precede and follow these abbreviations with a comma, e.g., The sky is blue.</p>	Guidelines apply to the web.
Et cetera (etc.)	Avoid using this word and its abbreviation.	Guideline applies to the web.
Fiscal year	In a sentence, use fiscal year 1998–99 (except 1999–2000) or FY01–02 (except FY1999–2000). Capitalize fiscal year only in a headline.	Guideline applies to the web.
GED	General equivalency diploma. Spell out in the first reference.	
Inc. and Ltd.	In text, do not put a comma before Inc. or Ltd. in a company name. In acknowledgment lists, punctuate the company name as the company prefers.	Guideline applies to the web.
Legislation	Put a space between the abbreviation and the number, e.g., S. 1416, S. Res. 3, H.R. 9933, H. Res. 177.	Guideline applies to the web.
Lesbian, gay	Do not use the term “homosexual.” Use lesbian when referring to women; use gay when referring to men. When referring to both, use lesbians and gay men as the noun form and gay as the adjective form.	Guideline applies to the web.
Listserv	This word is trademarked by L-Soft International Inc. AAUW cannot use it. Use “e-mail list.” If you insist on using the term, put an “e” on the end, e.g., listserve. Listserve is not currently trademarked.	Guideline applies to the web.

	Guidelines	Web notes
Money	Use .00 only with other fractional amounts, e.g., \$4 or 5, but \$4.00 and \$4.65. For cents, write 75 cents, 10 cents.	Guideline applies to the web.
Numbers	Spell out numbers from one to nine; use numerals for 10 and more. Spell out first through ninth; use numerals for 10th and beyond (except for federal courts, e.g., U.S. Court of Appeals for the 2nd Circuit [see above], and percentages [see below]).	Guidelines apply to the web.
Op-ed	An opinion piece written that appears opposite the editorial page (“ opposite editorial ”).	
Party affiliation	To designate the state and party affiliation for members of Congress, use D (Democrat), I (Independent), or R (Republican) and follow it with a dash and the postal abbreviation for the state in parentheses, e.g., Sen. Arlen Specter (R-PA).	Guideline applies to the web.
Percent	<i>Always</i> use numerals—even for 1 percent. In text, spell out “percent,” e.g., 5 percent. In tables, use %, e.g., 5%. For amounts less than 1 percent, precede the decimal with a zero, e.g., 0.6 percent. Do not exceed two places after decimals in text, e.g., 2.58 percent, not 2.57934 percent.	Guidelines apply to the web.
Press release, news release Press conference, news conference	Do not use press release or press conference; use news or media release and news or media conference. Press refers to print only.	Guideline applies to the web.
Races	Write black, African American, Asian Pacific American (not Oriental), Hispanic, Latino, Latina, Native American, white. Do not use initial caps on black or white.	Guideline applies to the web.
Seasons	<i>Never</i> use initial caps for seasons except when referring to issues of a periodical, e.g., Spring 2006 issue of <i>AAUW Outlook</i> ; I went to Maine in summer 2005. <i>Never</i> write “the” season, e.g., do not write, I went to Maine in the summer of 2005.	Guidelines apply to the web.
Senators and representatives	Do not use initial caps for senator and representative unless they are part of a title that precedes someone’s name. <i>Examples:</i> Sen. Arlen Specter; the senators agreed to postpone the vote; Trent Lott, the senator who was previously the Senate majority leader. See also “Congress (U.S.)” above.	Guideline applies to the web.

	Guidelines	Web notes
State names	<p>Spell out state names, e.g., The plaintiff is from Rome, Georgia.</p> <p>If you use a city and state, precede and follow the state with commas, e.g., I visited Cincinnati, Ohio, in spring 2004.</p> <p>When writing Washington, D.C., precede and follow D.C. with commas and put periods after D and C. Do <i>not</i> use D.C. by itself.</p> <p>In envelope addresses, footnotes, and bibliographies, use the state postal abbreviation, e.g., 1111 Sixteenth St. N.W., Arlington VA 22202.</p>	Guidelines apply to the web.
Telephone numbers	<p>Write all telephone and fax numbers as follows: 202/785-7701. Do <i>not</i> precede the phone number with a “1.”</p> <p>Watch line breaks; do not break a telephone number in the middle.</p>	Guidelines apply to the web.
That or which	<p>Use “that” to introduce an essential clause; use “which” to introduce a clause that adds information but is otherwise unnecessary, e.g., The decision <i>that</i> the board took was a bad one; The decision, <i>which</i> was three weeks late, was irrelevant.</p>	Guideline applies to the web.
Time	<p>Use lowercase a.m. and p.m.</p> <p>Use “noon” and “midnight” instead of 12 p.m. or 12 a.m.</p> <p>Do <i>not</i> use 00 for the whole hours in text or in schedules, e.g., 1 p.m., not 1:00 p.m.</p> <p>Do not say 10 a.m. in the morning—a.m. indicates morning.</p>	Guidelines apply to the web.

	Guidelines	Web notes
<p>Titles</p> <p>People's titles</p> <p>Composition titles</p>	<p>In text, capitalize people's titles when the title precedes the name (AAUW President Ruth Sweetser) but use lowercase when it follows the name (Bill Clinton, former president of the United States) or when it stands alone (the president of the United States).</p> <p>In acknowledgment lists and for speakers in AAUW program books, capitalize titles when they follow the name.</p> <p>AAUW does <i>write</i> titles such as Ms., Mr., or Dr. in publications.</p> <p>Italicize titles of books and reports, newspapers, magazines, newsletters, movies, plays, poems, TV programs, and works of art. Enclose articles and chapter titles in quotation marks.</p> <p>Capitalize prepositions of four letters or more in titles. All verbs are capitalized, even "is."</p> <p>Capitalize the last word of the title regardless of the word length.</p>	<p>Guidelines apply to the web.</p>
<p>United States and United Nations</p>	<p>Spell out when they're used as a noun, e.g., traveling in the United States, I'm from the United States. Abbreviate them when they're used as an adjective, e.g., the U.N. representative; the U.S. soccer team. Use periods with the abbreviations, e.g., U.S. or U.N., not US or UN.</p>	<p>Guidelines apply to the web.</p>

Formatting and Punctuation

	Guidelines	Web notes
Colon (:)	<p>Use colons at the end of a <i>full</i> sentence to introduce lists, e.g., I promise to do the following:</p> <p>Colons should <i>never</i> follow prepositions (to, from, in, by), verbs (can, are, do), or sentence fragments (e.g., <i>not</i> AAUW members can:). You can usually avoid mistakes by adding the words “the following” or rephrasing the sentence.</p> <p>If a colon appears within a sentence, capitalize the first word following the colon only if it is a proper noun or if the words following the colon form a complete sentence, e.g., Watch line breaks: Always keep telephone number together.</p>	Guidelines apply to the web.
Comma (,)	<p><i>Always</i> use serial commas, e.g., red, white, and blue; <i>not</i> red, white and blue.</p> <p>If commas appear within elements in a series, separate the elements with semicolons. Do <i>not</i> use semicolons in a series, regardless of the length of the elements, if commas will do.</p>	Guidelines apply to the web.
Dash	See “Em dash” below.	
Double spaces between sentences	<i>Never</i> double space between sentences.	Guidelines apply to the web.
Ellipsis (...)	<p><i>Always</i> include a space before and after the ellipsis.</p> <p>Use an ellipsis to indicate the deletion of one or more words in condensing quotes or to show a pause or hesitation in speech. Examples: I ... tried to educate the masses.</p> <p>To show omissions between sentences, follow a full sentence with a period and then insert an ellipsis, e.g., I tried to help them improve their writing. ... The students showed no sign of heeding my advice.</p>	Guidelines apply to the web.

	Guidelines	Web notes
Em dash (—)	<p>Use em dashes to signal an abrupt change in thought or an emphatic pause, e.g., Jack offered a plan—unexpected and unappreciated—to cut salaries.</p> <p>In print <i>do not</i> insert spaces before and after the em dash.</p> <p>To make an em dash, type two consecutive regular dashes (--) or go to the MS Word Insert menu, select Symbol, and then select the Special Characters tab. The em dash is the first entry. Be consistent: Use either the double dash or the em dash throughout your document.</p>	<p>Guideline applies to the web.</p> <p>On the web <i>do</i> insert spaces before and after em dashes.</p>
Hyphen (-)	<p>Do not use a hyphen after adverbs ending in “ly,” e.g., federally funded.</p> <p>When breaking words at the end of a line, leave at least three letters at the end of the line and put at least three letters on the second line.</p>	<p>Guideline applies to the web.</p> <p>Not essential on the web.</p>
Line breaks	<p>In dates, always keep the month and day together. The year can be on the next line.</p> <p>Do not break telephone numbers.</p> <p>Try to avoid three consecutive hyphens in line breaks.</p> <p>Be sure you have at least three letters of a hyphenated word on each line.</p> <p>Never use a hyphen to break a web address that extends beyond one or more lines.</p>	<p>Guideline applies to the web.</p> <p>Guideline applies to the web.</p> <p>Not essential on the web.</p> <p>Guideline applies to the web.</p> <p>Guideline applies to the web.</p>

	Guidelines	Web notes
Lists	<p>Use a colon to introduce a list <i>only</i> after a complete sentence, e.g., Highlights of the student leader conference include the following: networking, exciting speakers, and great food. Do <i>not</i> use a colon as follows: Highlights of the student leader conference include: networking, exciting speakers, and great food. You can usually make a complete sentence by adding “the following.” See also “Colon” above.</p> <p>In bulleted or numbered lists, be consistent. You can capitalize the first word of the bulleted item or not, but if you capitalize one, capitalize them all. If you must put a period at the end of one bulleted item, you must put a period after all of them, whether they are complete sentences or not.</p> <p>You do not need to end each bulleted item with a comma or semicolon, but if you do, put “and” at the end of the second to the last bulleted item (after the comma or semicolon). Use a semicolon only if commas appear within any of the bulleted items; use commas otherwise.</p> <p>Try to keep list items parallel, whether bulleted or numbered or not. If you start one item with a verb, start them all with a verb.</p> <p><i>Example:</i> Do the following: [Be sure your lead sentence is a complete sentence.]</p> <ul style="list-style-type: none"> • Punctuate each element of the list consistently • Use parallel construction [in this case, each bullet begins with a verb] • Introduce lists with a colon only after a complete sentence • Do not put a colon after verbs or prepositions 	Guidelines apply to the web.
Quotation marks (“ ”)	Put quotation marks after periods and commas. Put quotation marks before dashes, colons, semicolons, question marks, and exclamation points.	Guideline applies to the web.
Semicolon (;)	<p>Use semicolons to separate elements of a series only when commas appear within the elements. Be sure to include a semicolon before the final “and” in such a series.</p> <p>See also “Comma” above.</p>	Guideline applies to the web.

	Guidelines	Web notes
Sentences	Keep sentences short on the web. Condense, condense, condense.	Guidelines apply to the web.
Titles and headings	<p>Capitalize prepositions of four letters or more in titles. Capitalize all verbs, even “is.”</p> <p>Capitalize the last word of the title regardless of the word length.</p> <p><i>Never</i> use all caps in titles or headlines, unless you are using an acronym.</p>	<p>Guidelines apply to the web.</p> <p>Do not enclose heads or subheads in italics.</p>
Underline	<i>Never</i> underline words in print or on the web. Highlight them some other way.	Guideline applies to the web.
Verbs	Use active verbs. Avoid “is” and “are.” Active verbs draw in the reader and usually eliminate the need for adjectives.	Guideline applies to the web.
Sending text for print projects	<p><i>Never</i> format text for print projects with tables, style sheets, columns or anything else. You may use bold, italic, and bullets. Submit text <i>only</i> in MS Word or MS Excel.</p> <p><i>Never</i> use MS Word tables for projects that will be sent to a printer. Use MS Excel tables only.</p>	Guidelines do not apply to the web.

AAUW.ORG Web Style Basics

File Formatting		
	Guidelines	AAUW Style Basics
File and directory names	<p>Do not use “AAUW” when naming a file, e.g., 2006RecognitionAwards.cfm, <i>not</i> 2006AAUWRecognitionAwards.cfm.</p> <p>Page headers and titles may contain AAUW for official awards and publications, such as <i>AAUW Outlook</i> or AAUW Achievement Award.</p> <p>Do not use special characters or spaces in a file name. This applies to images and downloadable documents (Word, PDF) as well. Use SPcallNotes_101306.cfm or SPcallNotesOct2006.cfm. Filenames with spaces, e.g., AAUWCall Notes 10-13.pdf render in browsers as AAUWCall%20Notes%2010-13.pdf, making it difficult for visitors to copy or save a file with the correct file name.</p> <p>Keep file names brief, e.g., 2006CRAwards or 2006CentRecAwards.cfm, <i>not</i> 2005-2006AAUW21stCenturyRecognitionAwards.cfm.</p> <p>Use a combination of lowercase and uppercase to make file names more readable, e.g., adelanteBookClub, <i>not</i> ADELANTEBOOKCLUB or adelantebookclub.</p> <p>Use a consistent descriptive name for newsletters, publications, or recurring pages, e.g., ActionAlert_1006.pdf, <i>not</i> AA_Vol26_Is1_full.pdf.</p>	<p>See also AAUW corporations, AAUW Charter and Bylaws, Awards, and Publications.</p>

	Guidelines	AAUW Style Basics										
File size	<p>The maximum page size is 30K. The pages you create should not exceed 30K of noncached material (text and images). Because standard AAUW web pages already contain a template (maximum of 27K), a left navigation file (maximum of 60K), a style sheet (11K), and a footer file (1K), making your page larger than 30k will tremendously increase the overall size of the file (to over 130K) and its download time.</p> <p>For example, the Links of Interest page at http://www.aauw.org/about/links_interest.cfm is 219K with 155K in html and 98K in images, and download times are as follows:</p> <table> <thead> <tr> <th>Connection Rate</th> <th>Download Time</th> </tr> </thead> <tbody> <tr> <td>33.6K</td> <td>74.79 seconds</td> </tr> <tr> <td>56K</td> <td>44.96 seconds</td> </tr> <tr> <td>ISDN 128K</td> <td>13.91 seconds</td> </tr> <tr> <td>T1 1.44Mbps</td> <td>1.39 seconds</td> </tr> </tbody> </table> <p>A 30K html page will download in 4 seconds on a 128K connection.</p>	Connection Rate	Download Time	33.6K	74.79 seconds	56K	44.96 seconds	ISDN 128K	13.91 seconds	T1 1.44Mbps	1.39 seconds	
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URL address/page linking	<p>When linking to a page within the site, make sure you use a relative address. Absolute addresses define a specific location and always begin with http:// (the protocol) and the server (www.aauw.org). A relative address specifies the location of the current page in relation to the page you want to link to. Because the information technology department works in several servers at the time your page is posted, using relative addresses ensures that the link will always work, no matter what server the target page is in. To achieve a relative address from the Contribute software, do the following:</p> <ol style="list-style-type: none"> 1. Click “link” to a page. 2. Browse to the page you are linking to or click Recent Pages and find the page you are looking for. 3. Click OK 4. The relative address of the page you are linking to will appear under the HREF field (located within the Advanced tab). Make sure this field does not begin with http://. 											

Images		
	Guidelines	AAUW Style Basics
Images	E-mail all images to IT for posting on the website. Do not attempt to alter or optimize images (exception Communications staff). Specify image dimensions within Contribute. IT will optimize for the web.	

Page Formatting

	Guidelines	AAUW Style Basics
Page length	<p>Keep pages short.</p> <p>Be sure your language is concise and direct. Avoid flowery text or “marketese” (hyper-inflated promotional language).</p> <p>Keep the most important text above the scroll, which is the area people see without scrolling. If your page is long and people need to scroll more than twice to get to the bottom, provide a linkable table of contents at the top and a Return to Top link at the bottom of the page.</p>	
Date	<p>Add a date at the bottom of every web page and any MS Word or PDF document. To automatically update the date upon any future changes to the file in Contribute, do the following:</p> <ol style="list-style-type: none"> 1. On the toolbar, select Insert Date. 2. Select format 3/7/75. 3. Check “Update automatically upon save.” 4. Click OK. 	
ePostcards	<p>Submit a Salmon Form at least two weeks prior to the send date, and include the following elements:</p> <ul style="list-style-type: none"> • Subject line of ePostcard • Recipient criteria (e.g., all subscribers to <i>Action Alert</i>) • Sender’s e-mail address • Date and time to send ePostcard • List of reviewers <p>The postcard layout includes the following elements:</p> <ul style="list-style-type: none"> • Corporate logo • Graphic (optional) sent to IT with a predetermined dimension of X by W pixels (W x H). • Maximum of two short paragraphs of text • Contact e-mail address 	

Text Formatting

	Guidelines	AAUW Style Basics
Hyperlinks	<p><i>Never</i> add new page-specific formats that repeat or override default hyperlink formats:</p> <ul style="list-style-type: none"> Nonvisited link (standard) – teal, underlined Nonvisited link (mouseover) – teal, no underline Visited link (standard) – blue, no underline Visited link (mouseover) – blue, no underline <p>When linking to external pages or documents, set the target frame to New Window in Contribute or target=“_blank”. This allows site visitors to keep the AAUW site open once they navigate away from it.</p> <p>When linking to internal pages and documents, use relative not absolute URLs. Absolute links define the specific location for a file including the protocol and server (see File Formatting above).</p>	See also URL address/page linking.
Italics	<p><i>Never</i> use italics on the web except for publication titles, <i>AAUW Charter and Bylaws</i>, and case names. Highlight words in some other way. Italics are difficult to read on the screen.</p>	See also Composition titles, AAUW Charter and Bylaws, Publications, and Case names.
Underlining	<p><i>Never</i> underline words on the web. Highlight them in some other way. Underlining is reserved for hyperlinks.</p>	See also Formatting and Punctuation.
Font type and size	<p>The default text format is 12px [9pt in print] sans serif [Arial, Helvetica, Verdana] black text. <i>Never</i> add new formats that repeat or override these defaults for standard, nonhighlighted text. When in doubt, choose “content” in the styles list of the editing toolbar in Contribute.</p>	