Marketing and Communications Style Guide

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Introduction

This style guide is a reference for the Ted Rogers School of Management community at Toronto Metropolitan University (TMU). Similar to most Canadian universities, TMU follows the style of Canadian Press (CP) and uses the Canadian Oxford Dictionary as the authority for spelling. This guide will serve as a supplement to these reference books and address the deviations from Canadian Press style that are particular to TMU and the Ted Rogers School of Management.

Abbreviations

Use abbreviations on their own only if they are very familiar to most readers.
Example: CBC, RCMP, NDP

Omit periods in all-capital abbreviations unless the abbreviation is geographical or refers to a person. Omit periods from currency abbreviations.
Example: VIP, URL; B.C., U.S.; US$500

Compound abbreviations (such as degree names) are written without spaces.
Example: M.Sc., P.Eng.

Mixed abbreviations that begin and end with a capital letter do not use periods.
Example: PhD, U of A

When using an abbreviation that is not well known, write the full name in the first reference with the abbreviation in parentheses. Then use the abbreviation in all subsequent references. It is a good idea to limit abbreviation use when possible.
Example: The Ted Rogers School of Management (TRSM) is home to programs such as information technology management, law and business and retail management. Schools within TRSM take full advantage of their location in downtown Toronto.

Commonly used abbreviations at the Ted Rogers School of Management:
- **PASS** Program Advising and Student Success
- **BCH** Business Career Hub
- **BComm** Bachelor of Commerce
- **GMS** Global Management Studies
- **HSM** Health Services Management
- **HTM** Hospitality and Tourism Management
- **ITM** Information Technology Management
- **MBA** Master of Business Administration
- **MScM** Master of Science in Management
- **SAF** School of Accounting & Finance
- **SBM** School of Business Management
- **TRSM** Ted Rogers School of Management *****
- **TRSS** Ted Rogers Students' Society (see this list of Student Groups for more)

*Wherever possible, please use "Ted Rogers School" on second reference instead of "TRSM".

Commonly used abbreviations at Toronto Metropolitan University:
- **FCS** Faculty of Community Services
- **FEAS** Faculty of Engineering and Architectural Science
- **FOS** Faculty of Science
- **YSGPS** Yeates School of Graduate and Postdoctoral Studies

Note on acronyms

Acronyms are abbreviations pronounced as words. Use them only when they are familiar to ordinary readers.
Example: NATO, VANOC

Academic (departments, degrees)

The Ted Rogers School of Management offers Bachelor of Commerce degrees through 12 programs:
1. Accounting & Finance
2. Business Technology Management
3. Economics & Management Science (through the School of Business Management)
4. Entrepreneurship (through the School of Business Management)
5. Global Management Studies (through the School of Business Management)
6. Health Services Management (Major)
7. Hospitality and Tourism Management
8. Human Resources Management (through the School of Business Management)
9. Law and Business (through the School of Business Management)
10. Marketing Management (through the School of Business Management)
11. Real Estate Management (through the School of Business Management)
12. Retail Management

Note: Business Management students choose from one of seven majors at the end of their first year of study.

We also offer one Bachelor of Health Administration (BHA) degree:
1. Health Services Management

We have five graduate level offerings:
1. Master of Business Administration
2. Master of Health Administration (Community Care)
3. Master of Science in Management
4. Professional Master's Diploma in Accounting
5. PhD in Management

Address and contact information

Mailing address

Ted Rogers School of Management
Toronto Metropolitan University
350 Victoria Street
Toronto, ON M5B 2K3

Location address

Ted Rogers School of Management
55 Dundas Street West
Toronto, ON M5G 2C5

Campus buildings and rooms

Each building has a full, preferred name and associated abbreviation. See torontomu.ca/maps/ for a complete list of building names and abbreviations.

In most communications, use abbreviations when identifying rooms and buildings.
Example: Room TRS 1-148

Capitalize rooms, labs and lecture theatres that have an official name.
Example: the Harry Rosen Lecture Hall

For event locations on posters and in other communications, list the details in the following order: room, building, street address, Toronto Metropolitan University
Example:

Room TRS 3-180, Ted Rogers School of Management
55 Dundas Street West
Toronto Metropolitan University

Note: If the audience is internal only, Toronto Metropolitan University does not need to be included in the event address.

Alumni

For females, use alumna (singular) and alumnae (plural).

For males, use alumnus (singular) and alumni (plural).

When referring to a mixed group of alumni, use the term "alumni." Use "alumnus" if there is uncertainty about the gender.

Avoid using the term "alum."

In Toronto Met University magazine, alumni are referred to by full name, program and graduation year on first reference and by surname only in subsequent references.
Example: Doug Smith, Radio and Television Arts '89. Smith is now the news director at a radio station in Calgary.

Capitalization

The Canadian Press rule for capitalization is to capitalize all proper names, trade names, government departments and agencies of government, names of associations, companies, clubs, religions, languages, nations, races, places and addresses. Otherwise, lowercase is favoured where a reasonable option exists.

Academic subjects, programs and courses

User lowercase for subjects except when describing a subject that is also a culture, religion or language.
Examples: She is registering for a business course.
He is taking an English course.

Capitalize full and complete names of faculties, schools and departments. If a partial name is used, use lowercase when talking about faculties, schools and departments. Lowercase program and course names.
Examples: She is taking communications in society because she is a sociology student.
The School of Interior Design is located on Church Street.
The chair of marketing management is speaking tonight.
The Faculty of Science is celebrating its fifth anniversary.

Administrative offices

The word "office" should be in lowercase when following a service or department, but it should be capitalized when it is part of a formal name.
Examples: The undergraduate admissions office is on the first floor of the Podium building.
The Office of the Dean is located on the 9th floor at 55 Dundas St. W.

Company names

Except in cases of all-lowercase or all-uppercase names, follow the capitalization used by the organization or person unless it hampers readability.
Examples: eBay, iPod, WestJet, PepsiCo
Note: Capitalize lowercase names at the beginning of a sentence: EBay.

If a corporate or promotional name is all lowercase, cap the first letter for clarity.
Examples: Adidas (not adidas); Citytv (not citytv)

Headlines

Only the first letter in the first word of the headline is uppercase. All other words in the headline follow normal Canadian Press style for capitalization.

Faculties/Schools

When referring to a single faculty/school, capitalize the entire faculty/school name. When referring to multiple faculties, in subsequent references or to a faculty/school in a general sense, use lowercase.
Example: The Ted Rogers School of Management is part of Toronto Metropolitan University. The school accepts applications in September.

Numbers

In general, capitalize a noun followed by a number denoting place in a numbered series. Lowercase such words in plural use.
Examples: Figure 13, Room 502, Volume 6; figures 13-15, chapters 2 and 3

People

Capitalize the proper names of nationalities, peoples and races.
Examples: Aboriginal, Black, Haida, Indigenous, Spanish
Note: It's recommended to lowercase "white" in keeping with common practice.

Quotations

Capitalize the first word of a complete quotation.
Example: McCabe replied to the lawyer's "Ah, Mr. McCabe" with an "Oh, hello, Mr. Trout."

Do not capitalize a word or phrase that is quoted merely for discussion or because it is controversial or used ironically or oddly.
Examples: One of the words used was "scab." The "gift" cost $10.

Titles

Capitalize titles when they appear before names.
Example: Associate Dean Lee

Use lowercase for titles that appear after names.
Example: Cynthia Holmes, dean

A title set off from a name by commas is lowercased.
Example: The prime minister, Justin Trudeau, will represent Canada at the talks.

Use lowercase for titles when they appear without names.
Example: A new dean has been appointed.

Do not repeat the title after it has been used once. In second reference, use only the surname.
Example: Dean Cynthia Holmes spoke at a special meeting of the senate. Holmes provided an update on student engagement activities.

Capitalize the plural use of abbreviations.
Example: Profs. Chris MacDonald and Fei Song

University

On second reference, use lowercase for "university" when referring to Toronto Metropolitan University.
Example: Toronto Metropolitan University is located in downtown Toronto. The university is known for its focus on experiential learning.

Events

An exception to Canadian Press style is event names. Use title case for readability.
Example: The Inside Track Information Session (not The inside track information session).

Commonly used words and terms

This section lists titles, words and terms that are specific to TMU and TRSM.

Athletic teams

Capitalize TMU Bold and user lowercase for the subsequent team description.
Example: TMU Bold women's hockey team.

Academic terms

Commonly used terms include the following, which are not capitalized:
- emerita (female), emeritus (male), emeritae (plural female), emeriti (plural male)
- honorary doctorate
- postdoctoral, postdoctorate, postgraduate
- post-secondary
- distinguished visiting scholar
- distinguished visiting professor
- distinguished visiting executive
- distinguished counsel in residence
- executive in residence

Schools, departments, programs, etc.

Commonly used names at TMU include the following:
- Ted Rogers School of Management
- Ted Rogers School of Business Management
- Ted Rogers School of Hospitality and Tourism Management
- Ted Rogers School of Information Technology Management
- Ted Rogers School of Retail Management
- The G. Raymond Chang School of Continuing Education (abbreviate to The Chang School on subsequent references)
- The DMZ

Research institutes, centres and labs

The following research institutes, centres and labs are affiliated with TRSM:
1. Canada-China Institute for Business & Development (CCIBD)
2. Centre for Digital Enterprise Analytics and Leadership (DEAL)
3. CPA Ontario Centre for Public Sector Accounting and Accountability
4. Cybersecurity Research Lab (CRL)

5. [Diversity Institute (DI)](#)
6. [Entrepreneurship Research Institute (ERI)](#)
7. [Family Business Institute (FBI)](#)
8. [Future of Sport Lab (FSL)](#)
9. [Inclusive Media and Design Centre (IMDC)](#)
10. [Institute for Hospitality and Tourism Research](#)
11. [Institute for Innovation and Technology Management (IITM)](#)
12. [Institute for Sustainable Practices in Research and Enterprise (INSPIRE)](#)
13. [Institute for the Study of Corporate Social Responsibility (CSR Institute)](#)
14. [National Institute on Ageing (NIA)](#)
15. [Operations & Supply Chain Analytics Research (OSCAResearch) Centre](#)
16. Retail Leadership Institute
17. [Social Media Lab](#)
18. [Urban Analytics Institute](#)

Activity centre

- [Ted Rogers Leadership Centre (TRLC)](#)

Dates and time

Write specific dates within the body of a text as follows, abbreviating the month.
Examples: Saturday, Sept. 19, 1998 or Wednesday, Nov. 25

Do not change the order of construction, e.g., do not use "Saturday, 19 Sept."
Note: The months of March, April, May, June and July are never abbreviated.

When writing approximate dates within the body of a text, spell out the month in full.
Example: During December (month only)

Avoid commas when referring to a specific month within a specific year.
Examples: Starting in September 2019, the program will launch.
The target for completion of the project is August 2030.

When writing about decades, use numbers and no apostrophe, unless the decade is used as an adjective (e.g., a 1980's computer monitor).
Examples: The 1920s, the 1980s, the '80s, the mid-1960s

When writing about periods of time over years, write the numbers out in full using a hyphen, not a slash.
Examples: 1993-1998 (not '93-'98) or 2000-2001 (not 2000/2001)

When writing about centuries, as with numbers, spell out the first nine as words, and use digits for 10 and above.
Examples: the fifth century and the 19th century

Hours are written numerically with no zeros. Use periods with a.m. and p.m. with a space following the number.
Examples: 9 a.m. (not 9:00 a.m.), 11 p.m. but 11:45 p.m.; noon (not 12 noon)

A range of times is written using a hyphen.
Example: The reception runs from 2-3 p.m.

Forms of address

For professional and academic titles, do not use Dr., Prof., Mr. or Ms. to preface a name. Use the full name in first reference and the surname in subsequent references.
Example: Joan Smith has received a $400,000 grant to study bio-solids. Smith is the lead investigator on the collaborative project.

Note: For marketing materials, the full range of options is available. In a more informal piece, for example, the first name can be used in subsequent references. In some formal communications, Prof. or Dr. may be appropriate and can be used throughout the piece. Prof. is the preferred usage when referring to a professor.

Use only the term "professor" to describe full, associate, assistant, adjunct and limited-term professors. Do not distinguish rank. Note that emeritus is a permissible description of professor.
Example: Sandeep Singh, a professor in the School of Accounting and Finance, has received a research grant.

Lowercase professor when describing a faculty member in conjunction with the subject.
Example: TMU political science professor Wayne Petrozzi talks Trump with Toronto Met Today.

When describing sessional and part-time instructors, including Chang School instructors who are not professors, use the term "continuing education contract lecturer" (singular) or "Chang School teaching staff" (plural).

Example: Alan Wong, an instructor in FCS, is hosting a panel in May.

For those holding special titles such as professor of distinction or visiting professor, do not use the term "professor" before the name. Use the full description on first reference and do not use a title in second reference or as a preface to the name.
Example: Melinda Ng has been named a visiting professor in the School of Interior Design.

In all but the most formal communications, such as letters or invitations, it is not necessary to use the term "Honourable" when describing federal and provincial cabinet ministers, judges, etc. Instead, use the person's full name on first reference and surname on subsequent references.

Executive group titles

The following is a list of how titles would appear in most prose and copy.
- president and vice-chancellor
- provost and vice-president, academic
- vice-president, equity and community inclusion
- vice-president, research and innovation
- vice-president, administration and operations
- vice-president, university advancement and alumni relations
- vice-provost, faculty affairs
- vice-provost, students
- vice-provost, academic
- vice-provost, university planning

Inclusive language

Use fairness, sensitivity and good taste when identifying age, colour, creed, nationality, personal appearance, religion, sex and any other heading under which a person or group may feel slighted.

Disability

Be accurate, clear and sensitive when describing a person with a disability. They are people first; their disability is only one part of their humanity. Mention a disability only if it is pertinent. Writing "people with disabilities" emphasizes the human beings and not the disabilities. Take care to avoid painting everyone with the same brush and learn the preferences of your sources and subjects.

Indigenous Peoples

In Canada, there are three distinct Indigenous groups under the Constitution: First Nations, Inuit and Métis. The Canadian Press uses uppercase Indigenous in all references, including generic uses. Use Indigenous Peoples as an umbrella term that includes all First Nations, Métis and Inuit people in Canada. Whenever possible, use the specific name of the community or nation (e.g., Cree, Mohawk, Blackfoot, Ojibwa, Nunatsiavut). In all references, be guided by the preferences of those concerned.

Toronto Metropolitan University specific entities

- 'Aboriginal Initiatives' is now 'Indigenous Initiatives'
- 'Aboriginal Student Services' is now '[Gdoo-maawnjidimi Mompii Indigenous Student Services](#)' (Pronounced: G-DOUGH-MAWN-JEE-DEE-MEH MOM-PEE)
- 'Aboriginal Education Council' is now 'Indigenous Education Council'

Race and ethnicity

The right choice of words can be elusive and ever-changing but must reflect and showcase the ethnic diversity of the country in a way that is free of bias, whether it be explicit or unconscious. Avoid generalizations and labels. Identify a person by race, colour, national origin or immigration status only when it is truly pertinent. Guard against the phenomenon of "othering" - fostering the implicit sense that a person or group is extrinsically different and doesn't belong.

Reference to a person's race, religion or ethnicity should be avoided unless it is of particular relevance to the context.

Capitalize the proper names of nationalities, peoples, races and tribes.
Examples: Indigenous Peoples, Arab, Caucasian, French Canadian, Inuit, Jew, Latin, Black, Asian, Cree

Note that the generic term white remains lowercase.

Gender identity

Whenever possible, confirm with the person how they wish to be described in print, including their preferred pronouns (e.g., they/them/theirs; he/him/his; she/her/hers).

Use transgender as an adjective: transgender people or a transgender person. Do not use transgenders or transgendered.

Italics

Italicize and capitalize principal words in the titles of all books, movies, broadcast shows, plays, poems, works of visual art, published speeches, songs and other compositions. Magazines and periodicals are not italicized.
Examples: the Globe and Mail, *Apocalypse Now*, *In Flanders Field*, Toronto Life, *The Great Gatsby*, *World at Six* on CBC

Do not italicize titles of articles, chapters in books, short stories, regular poems, lectures, papers read at meetings or manuscripts in collections.

Lists

When using lists, the introductory statement punctuation must be considered. If your introductory statement is a complete sentence, use a colon at the end of it to introduce the list.

Use bullets when the order of items in the list is not important; use numbers when the items in the list need to follow a specific sequence.

Items in a list must be parallel, both in their wording (all beginning with the same type of word) and their structure (all being partial sentences or complete sentences, but not a mixture of the two).

For bulleted list items that are complete sentences, capitalize the first word and end with a period. For bulleted list items that are not complete sentences, it's not necessary to capitalize the first word or use any punctuation after every item.
Examples:
Bulleted lists are tricky for three reasons:
- It's important to use them without overusing them.
- There are no hard-and-fast rules for styling them.
- The items in the list need to be parallel.

Bulleted lists are tricky for three reasons:
- possibility of overuse
- absence of hard-and-fast style rules
- requirement for parallelism

For run-in lists whose items include internal commas, use semicolons to separate list items.
Example: Chicago boasts many famous foods, including hot dogs with mustard, onions, relish and peppers; deep-dish pizza with chunky tomato sauce, mozzarella cheese and pepperoni or sausage; and Italian beef sandwiches.

Lists of names within announcements from senior executives

For communications from senior executives about search committees, university-wide commissions and other, similar groupings of students, faculty and staff, use the following format for lists:

1. Names appear in alphabetical order.
2. Name appears on first line, identifying information on second line.
3. For positions senior to chair, do not use the term professor. For chairs, use "Professor and Chair."
4. Individuals holding endowed chairs may have the chair listed in their identifying information.
5. For students, list the program, not the school or department.
6. On long lists, it is an acceptable option to group the individuals as faculty, undergraduate students, graduate students, alumni, etc.
7. Capitalize individual titles and committee names.

Examples:

Mark Appleton
Professor, School of Image Arts

Manjit Heru
Professor and Chair, Department of Economics

Sara Koo
Interim Associate Dean, Faculty of Community Services

Joanne Lundrigan
Student, Interior Design

Numbers

In general, spell out whole numbers below 10 and use figures for 10 and above.
Examples: nine minutes, six years, 10 guests, the 22nd day

In a series, there will often be a mixture.
Example: There are 27 trees: two beeches, 10 chestnuts, three elms and 12 maples.

For numbers that are four digits or longer, separate with commas rather than spaces.
Example: 5,000 not 5000

For large numbers, it is better to use words or a combination of words and numbers.
Examples: Write 1.4 million rather than 1,400,000. Write one million rather than 1,000,000.

Use figures in addresses, in ages standing alone after a name, in dates and years.
Examples:
9 Elizabeth Avenue
Melanie, 3, has two brothers.
AD 3
Dec. 8, 2013

Spell out at the start of a sentence, if you must start with a number.
Example: Twenty to 30 escaped unharmed.

If starting a sentence with a year cannot be avoided, use figures, do not spell out.
Example: 1972 was a leap year.

For the plural of numbers, including decades, do not use an apostrophe before the "s".
Examples:
The 1960s were exciting.
Give me all the 10s and 20s.

When numbers from 21 through 99 must be spelled out, use a hyphen.
Example: Thirty-five or 36 may have died.

Spell out per cent; use % only in tables.

For phone and fax numbers, use dashes and add a comma before the extension.
Example: 416-979-5000, ext. 1234

Punctuation

Apostrophes

Use an apostrophe in plurals of lowercase letters, but not capital letters or numbers.
Examples: Mind your p's and q's, the ABCs, two VIPs

Note on possessives

Use an apostrophe to denote possession.
Examples: the children's toys, the media's problem

Singular nouns and names ending in *s* (or an *s* sound normally take an *'s*.
Examples: Chris's sandwich, Burgess's novel, Butz's statement, the witness's testimony, Strauss's opera

Names of two or more syllables that end in a *-z* sound or an *-eez* sound often take only an apostrophe.
Examples: Lansens' foot, Moses' tablets, Mars' laws, Socrates' plays
Note: if the "s" followed by an apostrophe is awkward, rewrite the sentence (e.g., instead of "The Faculty of Business' student teams", use "Student teams in the Faculty of Business")

Plural nouns ending in *s* take an apostrophe alone.
Examples: teachers' apples, the two peoples' history, the Joneses' daughter

Use a single apostrophe for joint possession, separate apostrophes for separate possession.
Examples: Smith and Cusak's pharmacy, Pierre and Marie's children, Pierre's and Marie's shoes

Colons

Use a colon, rather than a comma, to introduce a direct quotation longer than a short sentence.
Example: Winston Churchill said in 1942: "This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning."

Use a colon in lines introducing lists, text and tables.
Example: Her main research areas include: 20th century literature and criticism; aesthetics of criticism in the postmodern era; deconstructionist criticism; and theatre history for set designers.
Note: Separate list items that appear after a colon with semicolons.

Generally do not capitalize the first letter of a sentence that follows a colon; but a capital may be used if emphasis is desirable.
Examples: Their learning is like bread in a besieged city: every person gets a little, but no one gets a full meal. – *Samuel Johnson*
This is the rule: Write in easy, conversational English.

Commas

Put commas between the elements of a series but not before the final and, or or nor unless that avoids confusion.
Example: men, women, children and pets

Use commas before clauses introduced by the conjunctions and, but, for, or, nor or yet if the subject changes.
Example: We are all in the gutter, but some of us are looking at the stars. –*Oscar Wilde*

In a quotation, put commas and periods inside quotation marks.
Example: "We need to recruit the best students we possibly can," he said.

Use a comma to separate an introductory clause from a short, complete sentence in quotations.
Example: The prime minister replied, "I have nothing to add to what I said in the House."

With a long descriptive title, put commas after the name and job description.
Example: Cynthia Holmes, dean of the Ted Rogers School of Management, spoke at the meeting.

With degrees and long descriptive phrases, put a comma between the name, the degree and the phrase.
Example: George Wong, BSc, MBA, PhD, was awarded the research grant.

Use commas to set off the year from the month plus day.
Example: March 31, 1949, was the date that Newfoundland joined Confederation.
Note: Also use a comma to separate the weekday from the month, as in Friday, Aug. 5.

Dashes

Use dashes to set off mid-sentence lists punctuated by commas.
Example: The ministers will discuss common problems – trade, tourism, immigration and defence – before going to the summit talks.

Use a dash to attribute a quotation.
Example: Pedantry is a misplaced attention to trifles which then prides itself on its poor judgment. *–Jacques Brown*

Ellipses

An ellipsis is used for condensing written text. Put spaces before and after the set of periods. Place other required punctuation before the ellipsis. An ellipsis at the end of a sentence will have four periods with no space between the first period and the last word.
Example: The decision … rests solely with your elected representatives….

Hyphens

Use a hyphen when you join two words to form an adjective.
Examples: first-year course, full-time equivalent, third-year students, part-time studies, government-mandated budget cut

Do not use a hyphen where an "ly" adverb modifies an adjective.
Examples: fully grown cat, barely readable document

A hyphen should not be used to join a prefix to a root except to avoid doubling a vowel, tripling a consonant, duplicating a prefix or when the context is confusing or causes ambiguity.
Examples: anticlimax, antibiotic, readjust, reopen, reinstate BUT anti-inflation, anti-ageism, anti-racism, anti-Semitic, co-operate, re-emerge, sub-committee
Note: Use a hyphen with the prefix "re" where the word would otherwise be confusing.
Examples: re-admission, re-entry, re-coiled the rope (as opposed to recoiled in horror), re-covered a chair (as opposed to recovered from an illness)

Use a hyphen to join prefixes to proper names.
Examples: anti-Trudeau, pro-Communist BUT transatlantic

Use a hyphen to join an initial capital with a word.
Examples: T-shirt, V-necked, X-ray, H-bomb

Use a hyphen with fractions standing alone and with the written numbers 21 to 99.
Examples: two-thirds, three-quarters, fifty-nine, ninety-five

Use a hyphen to connect dates except when preceded by from or between.
Examples: the 1982-83 tax year, from January to May (NOT from January-May), between 1970 and 1976 (NOT between 1970-76)

Hyphenate most well-known compounds of three or more words.
Examples: happy-go-lucky, good-for-nothing, mother-in-law, a two-year-old BUT coat of arms, next of kin

Parentheses/Brackets

Use parentheses (regular brackets) to indicate a separate thought or expression within a sentence.
Example: She taught the statistics course (one of the toughest in the curriculum) for 15 years.

Regular brackets can be used to offer an explanation or definition of a term or an acronym that is to be repeated within the text.
Example: The Rothermere Scholarship (Memorial's most prestigious scholarship) was won by a student from Gander, Newfoundland.

Use brackets in numbering or lettering a series within a sentence.
Example: The union pressed for (a) more pay, (b) a shorter work week and (c) better pensions.

If a punctuation mark applies to the whole sentence, put the mark after the closing bracket.
Examples: Words must be reputable (not socially frowned on).
"I tell you this" (turning to the jury): "I am innocent."

If a punctuation mark applies only to the words inside the parenthetical section, put the mark inside the closing bracket.
Examples: Most employees learned the new system quickly. (It helped to have supervisors on hand.)
"After I gave the alarm (by shouting 'Fire!'), I slid down the rope."

In general, a parenthetical sentence takes a capital only if it is a direct quotation.
Examples: "We couldn't meet today (she had an appointment), but arranged to have lunch tomorrow."
His comment ("Wow, you're not exactly tall") had annoyed her.

Use square brackets within a direct quote to indicate words of explanation that are not actually part of the original quotation.
Example: "Those enrolling in it [the master's program] should know that the requirement is six full credits and a thesis," said Professor Singh.

Avoid nested parentheses ([ ]) whenever possible.

Quotation marks

In general, always use double quotation marks except for headlines and quotes within a quote.

Use quotation marks to enclose direct quotations.
Example: The lawyer said, "I don't think the police should be paying suspects for information."

Periods and commas should be contained inside the quotation marks BUT colons and semicolons go outside the marks. The question mark and exclamation mark go inside the quotation marks when they apply to the quoted matter only; outside when they apply to the entire sentence.
Example: "This campus has a welcoming atmosphere," said Professor Weeks.
Police finally cornered the "bear"; it was a poodle.
Who asked "Why?"
"Who goes there?" the sentry shouted.

Use quotation marks to begin and end each part of an interrupted quotation.
Example: "We can't hear you," the girl said. "The radio is on."

Alternate double and single marks in quotes within quotes.
Example: "I don't want the phrase 'Those who can, do, and those who can't, teach' to be seen to apply to the Faculty of Arts," said the new dean.

Capitalize the first word of any mid-sentence quote that constitutes a sentence.
Example: The trainmaster gave the order to "Get the hell out!"

When a quote by a single speaker extends more than one paragraph, put quotation marks at the beginning of each paragraph but at the end of only the last.
Example:
"As I said earlier, my father was always reasonable about things like that.

"But when it came to money, he could be totally unreasonable. An out-and-out miser.

"Still, on the whole, he was fair-minded."

Use quotation marks to set off a pungent or significant word or phrase but not around routine words or phrases.
Example: His first ship was an old "rustbucket".

Notes: When a sentence ends with single and double quotation marks, separate them by a space. Use single marks for quotation in headlines. Do not use quotation marks around single letters (e.g., She got a B on the test.)

Semicolons

Use a semicolon to separate statements too closely related to stand as separate sentences.
Example: "I never read a book before reviewing it; it prejudices a person so." –*Sidney Smith*

Use a semicolon to separate phrases that contain commas.
Example: Best actor, Daniel Day-Lewis, *There Will Be Blood*; best actress, Marion Cotillard, *La Vie en Rose*; best film, *No Country for Old Men*.

Use a semicolon to precede explanatory phrases introduced by for example, namely, that is and the like when a comma seems too weak.
Example: Some pleasures cost next to nothing; for example, reading.

Semicolons go outside quotation marks.
Example: Police finally cornered the "bear"; it was a poodle.

Social media

Here are some best practices for social media posts on TRSM channels.
- Event details should be included in the caption or post text; do not rely on the event graphic to contain all of the information.
- Ensure that captions are concise, and that important information is in the first sentence of the caption.
- Keep hashtags consistent with the TRSM community hashtags (e.g., #ThisIsTRSM, #TRMBA, #TRSMBizHub) and relevant to the post itself. Avoid the overuse of hashtags.

Spelling

The Canadian Press's general philosophy is to use the spelling most commonly found across the country. Their authority for spelling is the *Canadian Oxford Dictionary*.

The following includes words from the Canadian Oxford Dictionary and Canadian Press Stylebook with troublesome spellings. Also included are some academic words often used at Toronto Metropolitan University.

2-D
3-D
acknowledgment
adviser
analyze
antirequisite
AODA (Accessibility for Ontarians with Disabilities Act)
audiovisual
BComm
bachelor's degree [capitalize for specific program, e.g., Bachelor of Commerce]
benchmark, benchmarking
catalogue
centre
cloud-based (the cloud)
co-founder
colour
continuing education contract lecturer (CECL)
copy edit; copy editing; copy editor
co-operate
co-ordinate
corequisite
counsellor
course calendar
decision-maker
decision-making [noun or adjective]
defence
drop-down
ebook
e-commerce
email
enrol; enrolled; enrolling; enrolment
extracurricular
fall [season]
Fall [term]
favour
First Nations
first-come, first-served
front end (noun), front-end (adjective)
focus; focuses; focused; focusing
fulfil; fulfilled; fulfilment
grade point average (GPA)
hashtag

health care [noun]
health-care [adjective]
high school [noun and adjective]
home page
humour; humorous
Indigenous
Indigenous Peoples
in-person [adjective]; in person [otherwise]
inquiry
internet
Internet of Things (IoT)
judgment
labour; laborious
licence [noun]; license [verb]
lifelong learning
lineup [noun]
login [noun]; log in [verb]
long-term/short-term [adjective]
master class
master's degree [capitalize for specific program, e.g., Master of Business Administration]
Métis
modelling
non-governmental
non-profit
off-campus [adjective]; off campus [otherwise]
OK; OK'd; OK'ing
on-campus [adjective]; on campus [otherwise]
ongoing
online
open admissions
OSAP (Ontario Student Assistance Program)
organize
panellist
per cent
postdated
postgraduate
post-modern
post-secondary
practice [noun]; practise [verb]
pre-admission
precursor
pre-register
prerequisite
problem-solving [noun or adjective]
program
Q&A
realize

real time [noun]; real-time [adjective]
recognize
resumé
role play [noun]; role-play [adjective]
self-defence
set up [verb]; set-up [noun]
sign up [verb]; sign-up [noun or adjective]
skill set
smartphone
spring [season]
Spring [term]
startup [noun]; start up [verb]
sub-topic
toward
traveller
transferable
tweet
U.K.
URL
U.S.
username
waitlist
web page
website; the web
webmaster
well-being
WiFi
winter [season]
Winter [term]
year-round

Typographic notes

Include only one space after a period.

Don't use symbols in written text, except for @ but only when dealing with email addresses and social media.

In copy, use the ampersand only when it is part of a formal name.

Web terms and address formats

For web addresses, do not include "http://www." Instead, write the website as torontomu.ca and add to the URL as necessary.

When ending a sentence with a website address, include the final period, although it is sometimes best to reword the sentence.
Examples: To learn more, go to torontomu.ca.
Go to torontomu.ca to learn more.