Abbreviations

End punctuate, unless dates with spatial constraint.

Accent Marks

Accent marks are used on all foreign language words.

Alphabetization

Alphabetical order sorts by first word, regardless of the part of speech.

[Ex. “The Buffet” listed under “T” not “B”.]

Asterisks ✱

• Use two asterisks for disclaimers: One after last ref. word in copy, and one before 1st word of corresponding disclaimer.

• When multiple disclaimers occur, use *(single), ** (double), ***, ****, † (dagger), ‡ (double dagger), etc.

• If occurs with casino marketing disclaimer, then asterisked disclaimers listed 1st, in order by *(single), ** (double), ***, ****, † (dagger), ‡ (double dagger), etc., inserting a space between the two disclaimers is recommended, though not required.

• If disclaimer follows immediately after text or applies to entire collateral, such as text messaging disclaimers, then italics are acceptable.

• If disclaimer applies to image, caption or portion of collateral, then double asterisks on each end, all italics, is acceptable.

Note: If an asterisk occurs in copy, it must have corr. disclaimer.

By **Deanne**
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Cheatography

Style Guide Template FPO Cheat Sheet

by Deanne via cheatography.com/22219/cs/4510/

Bullet Points

• Use all phrases or all sentences; same cap., tense, person, punct.
• Lists of all sentences require end punctuation.
• Lists of all phrases are not end punctuated.
• Excp: Lists containing both phrases and sentences end punctuate.

Capitalization Cases

A. ALL CAPS
- ALL LETTERS
EX. THE VITAMINS IN HERE ARE FROM MY FRESH CALIFORNIA RAISINS.

B. Initial Case
- All words
Ex. The Vitamins In Here Are From My Fresh California Raisins.

C. 1. Title / AP Case
- 1st, last and words with 4+ letters [Ex. From, With, That]
Ex. The Vitamins **in** Here Are From My Fresh California Raisins.

C. 2. Title / MGMR Case
- No articles, prep. or conjunct. (last word?) [Ex. from, with, that]
Ex. The Vitamins **in** Here Are **from** My Fresh California Raisins.

D. Sentence Case
- 1st word and proper nouns only
Ex. The vitamins in here are from my fresh California raisins.

E. Menu/Offer
- Featured items
Ex. 20% OFF Vitamins with purchase of any Spa Treatment.

F. 1. All Lower - Common
- Proper nouns only
Ex. the vitamins are from my fresh California raisins.

F. 2. All Lower - Rare
- all words, regardless of other brand's req.
Ex. the vitamins are from my fresh california raisins.

Check-In/Checkout

Check-In	one word, hyphen	noun; place, thing, process	Ex. VIP Check-In
Checkout	one word	noun; place, thing	Ex. Express Checkout
check in	two words	verb; action	Ex. Wait here to check in.
check out	two words	verb; action	Ex. Check out from room.

How to tell the difference:
“at” / “upon”
-“at check-in”= place, noun, one word
-“upon check in” = action, verb, two words
"checking”
- If "check" can be replaced w/ “checking” = verb, two words.
“It is” / “I am” / “to”
- If follows “It is...” = noun, one word
-If follows “I am...” = verb, two words
-If follows “to...” and not a compound-modifier = verb, two words. *[Ex. We are to check out.]*

Colons

Introduce a list, sentence or long quotations.

Em Dash, En Dash, Hyphen Overview

Em Dash

> Interrupts a sentence—like this!—between two words, no spaces

En Dash

> Shows duration/range, introduces info (quote, def.) space each side

Hyphen

> Connects two words into one, no spaces

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En Dashes

• Shows duration or range. [Ex: Sunday – Friday, 1:00 P.M. – 2:30 P.M., 5th – 7th]

• Introduces quote source. [Ex: “Best Show” – Tony Devalle, *Las Vegas Review-Journal*]

• Introduces info or definition. [Ex: OFA – Out for Approval]

Keyboard:
Mac: Option-hyphen key or PC: Ctrl-Num hyphen key, space each side.

Hyphens

• Compound modifiers (adjectives used together to describe a noun). [Ex: house-made sauce]

• Note: Adjectives after noun, do not hyphenate. [Ex: A Chicago-style hot dog is Chicago style.]

• Do not hyphenate adverbs (words ending in "ly"). [Ex. critically acclaimed chef]

• Capitalize first letter before and after hyphen when using initial caps. [Ex: Check-In, 2-For-1]

• Separate duplicate vowels, triple consonants. [Ex: shell-like, re-entry]

• Suspensive hyphenation continuance. [Ex: He received a 10- to 20-year prison sentence].

• Exceptions: Proper names [Ex. High Limit Slot Room, Mile High Stadium]

Keyboard:
• Mac or PC: Hyphen key. Located between zero and = keys; Use within a single word, no spaces.

Numerals

• Use comma in amounts over 999.

• Spell out one – nine. Use numerals at 10; spell out if begins sentence. [Ex. Ten win.]

• Plural numbers do not have apostrophes, only “s.” [Ex: 100s of Beers]

• Numbers with ordinals (st, nd, rd, th) for place/prize structures and annual events, never dates.

• When using ordinals on numbers, use numerals. [Ex.19th Annual, not Nineteenth Annual]

Parentheses

• Use period outside parenthesis, if enclosed is not a full sentence (such as this fragment).

• Use period inside closing parenthesis. (If material enclosed is a full sentence, like this.)

Periods

• Periods always go inside quotation marks and outside of symbols, except asterisks.

• Use if statement is a suggestion than a question or rhetorical.

[Ex: Why don't we go.]

Phone Numbers

• Do not use “1-” before phone numbers. Use periods for separators.
• Use “702” area code on local phone numbers.

Plural Nouns

• Do not use “s” at the end of plural nouns.

[Ex: meat, beer, cheese, wine, fruit, ice cream]

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Quotation Marks

Quotes within quotes: alternate between double and single marks.

Single quotation marks used when occur in headline.

Punctuation always goes inside quotation marks, except semicolons. Exception: “O”.

Use for song titles and tour names. The name is initial caps in quotes, tour is normally lowercase as separate word.

[Ex: "American Idol" tour, "A Bigger Bang" tour]

Quotes

• Quote, end punct., inside quot. marks (space or next line) en dash (space) person's first and last name (comma) source/publication name.

• In copy: Use double; In headlines: Use single quotation marks.

(If print pub., use italics. If digital pub., no italics. If BOTH, then italics.)

[Ex: “Best Show” – Tony Delvalle, *Las Vegas Review-Journal*]

• Quote verbiage must match original verifiable source verbatim.

• Full quote must have similar message and content.

• Choose only current, accessible quotes with a blunt, clear purpose.

Change selection if quote:
- is more than five years old.
- cannot be found via advanced Google search.
- requires ellipsis to fit into existing copy.
- contents of full quote do not agree with present copy's message.

Semicolons

• Use when a coordinating conjunction is not present between two related sentences.

Coordinating conjunctions: FANBOYS – for, and, nor, but, or, yet, so.

[Ex: The package was due last week; it arrived today.]

• Use to separate long phrases containing commas in a series.

• Use to join independent clauses alone or followed by a conjunctive adverb and comma.

Conjunctive adverbs: however, nevertheless, otherwise, thus, moreover, additionally.

Social Media

Addresses	No "facebook.com" before "/"
Icon Colors	Black, white or brand color only
Order	Fb, Twit, Instagram, Pinterest

Note:
Do not change color of social media logos, except for black and white.
If using name in copy, please verify compliance here, [link].

Websites

no "www." / if occurs at end of CTA, preference is not to end punct.

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