

# Natural Awakenings Style and Punctuation Guide

NA follows the AP Stylebook, with some exceptions. Confirm spelling of current name/title/company and contact info.

**Voice:** generally use third-person.

**Tense:** Use present tense for quotes whenever possible (says, not said).

**Time:** 2 to 4 p.m., December 1; no day of week; use noon instead of 12 p.m.; no year unless future.

**Lifespan:** (1938-1997)

**Place:** spell out in body text: 456 Grand Street, Fairfield, Ohio; Bangkok, Thailand. Abbreviate in italicized endnotes and sidebar lists: 456 Grand St., Ste. 100, Fairfield, OH.

**Italics:** titles of books, magazines, movies, TV programs, websites, email addresses and first use of foreign words (*feng shui*).

**Double Quotes:** direct speech, chapters and article titles; special terms that have punctuation outside (“uber-delicious”). No quote mark at end of a paragraph when the quote continues directly into the next paragraph, which will begin with a quote mark.

**Punctuation:** no comma after last item in a series (One, two, three and four), unless complete sentence before punctuation, (i.e., he bought eggs, bacon and toast, and then left.) • no apostrophes for plurals (CDs, 1990s).

**Exceptions:** all A’s, 3 R’s. Colon followed by one space and lower case letter; exception is upper case proper noun or complete sentence • default to hyphenating compound to split two vowels (co-op; co-author) unless found as one word in the dictionary (reinvent, preempt) • comma to clearly separate official name of facility and its location (i.e., The John Smith Healing Center, in Plymouth, Ohio, specializes).

**Names/Titles:** full name on first mention, two titles max in body or endnote (Dr. Mark Howard or Mark Howard, a medical doctor and chief physician) • last name only after first use (Howard says) • use first names for family members with same last name (John and Sarah Jones; John says). Titles before name are capitalized; after name are lower case (President Mark Howard; Mark Howard, president); titles with no name are lower case (the president says) • Ph.D. Dr. M.D. (no punctuation for other medical titles/ certifications) • diplomate, not diplomat.

**Who vs. That:** Who refers to named individuals. That and which refer to a member of a group. (The judge that ruled; Judge Jones, who ruled.)

**Numbers:** spell out numbers under 10 (six pizzas and 10 drinks; 3 million) except ages (5 years old), percent (7 percent) and speed (5 mph).

**Acronyms:** in parentheses after name on first mention; American Medical Association (AMA). Do not use periods or in headlines.

**Capitalized Words:** modalities only if proper name (people, places) or trademarked. Ex: Svaroopa Yoga; Bikram Yoga; Feldenkrais; Pilates; Traditional Chinese Medicine; Styrofoam; Realtor; or proper nouns (i.e., the name of a business); Earth (planet); earth (soil). No legal registration symbols or other trademarks are used in editorial copy.

**Special Words:** nonprofit • fundraising • website • email • farmers’ market • qi • qigong • tai chi • reiki • CranioSacral Therapy (together) • craniosacral (alone) holistic • well-being • Type 2 diabetes • omega-3 • 19th-century (adj.) • U.S. not US, but UK • mpg/mph (spell out first time) • mind-body; New Year’s Eve and New Year’s Day, but new year • bestselling • bestseller healthcare (adj.), health care (n.) • board-certified (adj.) • board certified (n.) • weight-loss (adj.) • weight loss (n.) • onsite (adj.) • okay (not OK).

**Endnote Contact info:** *For more information, call (telephone), email (address) or visit (website).* Phone number format: 123-456-7899.

**Sidebar:** Treat as independent—don’t rely on last name convention, acronyms, etc., from main article.

**Headlines:** title case, never all capital letters. No acronyms or abbreviations. All quote marks become single.

**Captions:** italic; use period if complete sentence.

**Source line:** Italicize, reverse italics for trademarked media; use a period only if a full sentence.

**Websites and Email Addresses:** Delete www. and capitalize first letters in words before the dot. Don’t capitalize acronyms (*NansKitchenPalace.com; aspca.org; Sam@GetHealthy.comcast.com*).

**Pull quotes:** No quote marks or italics.

**Recipes:** Spell out measurements and servings such as 1 cup flour, 8 pieces (waive number rule), but abbreviate 2 tsp nutmeg; 1 Tbsp dill; 3 lb; 2 oz with no periods after abbreviations. Use fractional symbols—½—not 1/2. Ingredients in italics.

Updated 4/3/17