

Stampington & Company
SUPPLEMENTAL STYLE GUIDE

SPELLING

- ∞ ATC — spell out as Artist Trading Card in first reference, abbreviate in subsequent references
- ∞ adhesive-backed (NOT peel and stick)
- ∞ Black-and-white. Hyphenate when used as an adjective. Use black-and-white gingham ribbon ... Same for green-and-red, pink-and-white, etc.
- ∞ buttonhole
- ∞ check (not cheque)
- ∞ cardstock
- ∞ clip art (noun)
- ∞ clip-art (adjective)
- ∞ color (not colour)
- ∞ cut out (when used as a verb. *Cut out the image.*)
- ∞ cutout (when used as a noun. Place the cutout on a green panel)
- ∞ double-sided tape (NOT double-stick tape)
- ∞ dress form
- ∞ dry-emboss
- ∞ e-mail
- ∞ fairy tale
- ∞ foamcore (NOT foam board, foam core)
- ∞ foolproof
- ∞ foreword (an article at the beginning of a publication is a foreword, not forward)
- ∞ gift wrap
- ∞ glitter glue (two words, NOT hyphenated)
- ∞ gray (mix of black and white) — NOT grey
- ∞ halfway
- ∞ handwrite
- ∞ handwritten
- ∞ handwriting
- ∞ hand painted
- ∞ hand stitch (as in “Hand stitch the piece.”)
- ∞ hand-stitched (as in “The hand-stitched collage ...)
- ∞ handcraft
- ∞ handcrafted
- ∞ handwoven
- ∞ heavy-duty
- ∞ heelpiece
- ∞ ink-jet
- ∞ inkpad
- ∞ inside out
- ∞ iron-on (when used as a noun)

- ∞ iron on (when referring to ironing something onto the surface of something else)
- ∞ kraft paper
- ∞ machine stitch (as in “Machine stitch the piece.”)
- ∞ machine-stitched (as in “The machine-stitched collage ...)
- ∞ matboard
- ∞ micro-beads
- ∞ objets d’art
- ∞ over-stamp
- ∞ papier mâché
- ∞ percent (spell out in text, use symbol in charts or tables)
- ∞ permanent black marker (NOT Sharpie)
- ∞ rickrack
- ∞ right side up
- ∞ second hand
- ∞ shadow box
- ∞ sharp craft knife (NOT Exacto knife)
- ∞ 3-D (NOT three-d, or 3-d, or three-dimensional)
- ∞ top-folded
- ∞ title of books — italicize: *War and Peace*
- ∞ title of articles or chapters — put quotes around title: “Collaged Cards”
- ∞ T-shirt (NOT t-shirt or tee shirt)
- ∞ Web site
- ∞ Xyron
- ∞ zigzag

PUNCTUATION & STYLE GUIDE

- ∞ **caption copy** — bold title of artwork, list dimensions without italic, ital artist’s name, spell out city and abbreviate state with ital. In measurements, no space between numbers and fractions;
 - **Flights of Fancy**
 3” x 2”
 3 1/2 ” X 6 1/4”
Susie Smith
Laguna Hills, CA

When appropriate to photo, for multiple projects in captions, copy must read :
 Clockwise from lower left
- ∞ **commas** — do not use before *and* in lists of three items or less, but do use in lists of item of four or more:
 - The blue, yellow and red hats are pretty.
 - The blue, yellow, green, and red hats are pretty.

- ∞ **dimensions** — 6" x 6 1/2" (number, inch mark, "x," number, and inch mark with spaces in between)
- ∞ **en dash** — used between numbers and dates: 5-6; January-June (Please insert from symbols menu or by using keyboard shortcut)
- ∞ **em dash** — with a space before and after: used to set apart and emphasize a phrase within a sentence. (Please insert from symbols menu or by using keyboard shortcut)
- ∞ **ellipses** — insert a space before and after three dots but at the end of a sentence, follow the period with a space and then three dots.
- ∞ **end lines** — italicize end lines except Web sites and e-mail addresses. Do not underline or color Web sites or e-mail addresses. Remove hyperlinks of all e-mail addresses and Web sites. Also, reference both city and state without abbreviations: *Susie Smith is an artist who lives in Laguna Hills, California. To learn more about her artwork, visit www.susiesmith.com. Susie may be contacted via e-mail at susie@yahoo.com.*
- ∞ **hyphen** — used to join words: machine-stitched
- ∞ **inch marks** — make sure to use " NOT ".
Also, in copy, spell out the word inch if a single measurement or dimension. If a series of measurements i.e., 5" x 7" x 2", do not spell out. Hyphenate if needed, i.e., the 5-inch strip of wood. In materials lists, do not spell out.
- ∞ **indents** — Do NOT indent the first paragraph
Do NOT indent subheads or the first paragraph after a subhead
Do NOT indent artist's bio at end of articles
Set first tab to .176 in Word. This will help designers as they format text.
- ∞ **materials lists** — alphabetize materials lists. Styles for including manufacturer's name with product names, and extended lists, are as such:
Inkpad: (Ranger — Chestnut Roan)
Embellishments: charms, lace, ribbon, metal tags
Also, quantities are listed numerically.
Lists are: Item: then color, size and quantity.
Brads: bronze, 2" (12)
Note: Example above is *italicized*. Please do not italicize lists in copy.
- ∞ **months** — folio and spine: SPELL OUT THE MONTH. cover: USE THREE LETTER ABBREVIATION: JUN/JUL
- ∞ **phone numbers** — Phone numbers are listed as such: (XXX) XXX-XXXX
- ∞ **numbers** — In text, we spell out numbers that are fewer than 10 and then use numbers when a number is 10 or greater.
She saw the movie two times.
He saw the movie 11 times.
At the beginning of a sentence, we always spell out numbers, with one exception: When the sentence begins with a year, we use numbers.
Ten years ago I lived in Orange county.
1967 was a turbulent year.
For ages, we always use numbers.
She is 2 years old.

The 5-year-old girl is very talented.

When referring to a person's height, we always use numbers.

He is 5 feet 6 inches tall.

He is the 5-foot-6-inch man.

When referring to objects that have only one measurement, we use numbers and spell out the measurement words.

Last night, we received 5 inches of snow.

Cut a 5-inch strip of paper.

When referring to objects that have more than one measurement (e.g., width, height, depth), we always use numbers and measure marks.

Cut two 8" x 12" pieces of cardstock.

- ∞ **pull quotes** — Do NOT use quote marks around pull quotes. Unless it is a bylined article, attribute all pull quotes to proper person.
- ∞ **spaces** — DO NOT double space in documents. Computers automatically justify correct spaces after punctuation.
- ∞ **states** — ALWAYS spell out the following eight states: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Exception to rule: Salon section in Belle Armoire.
- ∞ **volume** — Spell out VOLUME on spine. Use three letter abbreviation on cover, i.e., VOL.

TRADEMARKED & BRANDED NAMES — Use ® and ™ in first reference, do not include in subsequent references.

- ∞ 7gypsies
- ∞ *Art Doll Quarterly*™
- ∞ ARTchix
- ∞ Artgirlz
- ∞ *Belle Armoire* ®
- ∞ Clearsnap, Inc.
- ∞ Cricut™
- ∞ E-6000
- ∞ EK Success
- ∞ Fabri-Tac
- ∞ Fantastix®
- ∞ Gem-Tac®
- ∞ Golden
- ∞ *Handcrafted*™
- ∞ *Haute Handbags*™
- ∞ Hero Arts
- ∞ Impress®
- ∞ *Inspirations*™
- ∞ Jacquard
- ∞ K&Company
- ∞ Kaleidacolor®
- ∞ *Legacy*™
- ∞ Mod Podge®

- ∞ Provo Craft
- ∞ PVA glue
- ∞ Rusty Pickle
- ∞ *Somerset Studio*®
- ∞ *Somerset Wedding*™
- ∞ *Somerset Workshop*™
- ∞ Stampendous!
- ∞ Stampin Up!
- ∞ Stampington & Company®
- ∞ StazOn®
- ∞ *Take Ten*™
- ∞ *The Stampers' Sampler*®
- ∞ The Ultimate!
- ∞ Tsukineko
- ∞ VersaMark®
- ∞ Yes! Glue

STAMPINGTON & COMPANY APPROVED REFERENCE MATERIALS

- ∞ *AP Stylebook*
- ∞ *Merriam-Webster Dictionary*
- ∞ *American English Word Dictionary (for computer spell check programs)*