

Style sheet for Congregation B'nai Israel Bulletin and Web Page



Time

- Always with a lower-cased a.m. or p.m., each letter followed by a period
- Always expressed with both hours and minutes (e.g. 5:00 p.m., not 5 pm)
- In titles/headers we only print the start time, not the end time
- If the time follows a date, please use the word “at” rather than another comma
- Programs that begin at 12:00 p.m. should just say “Noon”

Date

- The day of the week is always capitalized and followed by a comma if the month follows (Monday, August 18, 2008)
- There is always a comma between date and year (Monday, August 18, 2008)
- Ordinal numbers (15th, 2nd, etc.) are not used in titles/headers

Upper-Case

- We NEVER use all upper-case letters in titles/headers, and rarely in the body text.
- We use Title Case (Each letter of non-propositions and non-articles in upper-case) in title/headers or when referring to the title of something. Format/Change Case is helpful here.
- Rabbi, cantor, doctor and other titles are only begun with an upper-case letter when at the beginning of a sentence or when paired with a name (e.g. Rabbi Gurevitz), not in the middle of a sentence. Such titles are earned, not proper names given at birth.

Contact Information

- Whenever possible, include an e-mail address as well as a phone number
- For the sake of clarity, say “contact XXXX at 336-1858 or XXXX@xcongregationbnaiisrael.org. Do not say “call or e-mail”
- R.S.V.P. means “Repondez, Si'l Vous Plait” – which means “Please respond.” Writing “Please R.S.V.P.” is redundant.

Basic Layout, Formatting and Typing

- Please do not format paragraphs or text. It all gets lost when sent to the printer and makes proofreading more difficult.
- Please use 12 pt. Times New Roman or Arial
- Please do not indent
- If using bullets or numbered items, please use the formatting button
- Please do not use the tab key more than once in a row
- Please do not use the space bar to “line things up”
- Please do not double space
- Use italics for non-English words and for titles of publications
- Underlining is rarely used, and at the editors discretion
- Please do not place a box around any text. We typically only box display ads, not actual content!

B’nai Israel is NEVER spelled B’Nai Israel!