

## **General guidelines for digital signage**

Convey your message using simple, concise information. Present only the most important details – too much text or too many images will have less of an impact. If possible, refer viewers to a website or email address where they can obtain more information.

## **Writing and style guidelines**

**Abbreviations:** In general, minimize the use of abbreviations in text. Abbreviate titles when used before a full name (Dr., Gov.).

**Academic departments/programs:** Lowercase the names of academic departments and programs except in cases that include a proper noun or adjective (English, American studies). However, capitalize all academic department names when referring to a department's official name.

**Acronyms:** In general, minimize their use in text. Unless they are well known, organization names should be spelled out on first reference.

**Ampersands:** Do not use ampersands in place of "and." Ampersands may be used when they are part of a company's formal name or composition title (Procter & Gamble).

**Capitalization:** In general, avoid unnecessary capitals. Capitalize the full formal names of University departments and offices when used in direct association with Salve Regina, course titles, programs, institutes, grants, awards, scholarships, buildings and rooms.

**Dates:** Spell out months when using alone or with a year alone. When a month is used with a specific date, abbreviate the month names that are more than six characters long. Always use Arabic numerals in a date. Do not use "st," "nd," "rd" or "th." Use "to" instead of a dash when describing a span of dates in running text.

**Numbers:** Spell out numbers one through nine and use figures for 10 and above. Likewise, spell out first through ninth and use figures for 10th and above.

**Salve Regina University:** Acceptable references are Salve Regina University, Salve Regina and the University. SRU should not be used in text as it is also used by other institutions (such as Slippery Rock University).

**Telephone numbers:** Use parentheses around the area code. For extensions, use ext. and a comma to separate the main number from the extension.

**Times:** Use figures except for noon and midnight. Use a colon to separate hours from minutes. Lowercase a.m. and p.m. and use periods. Avoid the term o'clock.