FOLKLIFE STYLE GUIDE
(Current as of September 2022)

Write FOLKLIFE as one word in all caps.

In owned channels (website, email, social media), use first person plural (us, we). Avoid using FOLKLIFE in the third person (e.g., At FOLKLIFE, we do x, y, and z).

Refer to the 17th edition of *The Chicago Manual of Style.* Highlights and exceptions noted below.

Spelling and word treatments:
- Use Canadian spelling. For word variations, use the first spelling in *The Canadian Oxford Dictionary* (e.g., travelled, not traveled, and focussed, not focused).
- Use "our" in neighbour, labour, favour, etc. Use "ize" in materialize, subsidize, etc.
- "Licence," "practice," and "advice" are nouns. "License," "practise," and "advise" are verbs.
- URLs appear in bold text when in print. If a URL falls at the end of a sentence within a paragraph, add a period at the end. If the URL is on a separate line, do not use terminal punctuation. Remove hyperlinks and "http://" and "www."

Dates, times, and addresses:
- Don't use cardinal numbers for dates (e.g., April 18, not April 18th).
- Month and day (e.g., August 2019) need no punctuation. Month, date, and year are punctuated (e.g., April 18, 2019.
- Time of day is presented in numerals, separated with an en dash (e.g., 8:00 a.m.–2:00 p.m.)
- Time zones, when spelled out, are in lower case (e.g., western standard time); when abbreviated, they are capitalized (e.g., PST).
- Reference to decade can be done one of two ways: the riots of the 1960s or the riots of the sixties (not the '60s). Informally, the year can be abbreviated (e.g., We began in '71.).

Geographic conventions:
- Spell out street names (e.g., Street, Avenue, Boulevard, Road), unless there is a lack of room.
- Addresses on numbered streets use a superscript cardinal (e.g., 321–102nd Street).
- Compass directions do not take hyphens (e.g., north by northeast). Abbreviations do not take periods (e.g., SW, NNE).
- Prefixes to geographic names should be spelled out in text (e.g., Mount Robson, not Mt.).
- Postal abbreviations are only two characters and do not include periods (e.g., AB, BC, NT).

Numbers and measurements:
- In compounds using numbers and words, use hyphens (e.g., 3-ply, 25-litre, or 9-speed). Hyphenate numbers that are written out (e.g., twenty-three and two-thirds).
- Numbers ten and under are spelled out, except times of day and measured weights or dimensions. Numbers over ten are presented as numerals. If numerals both over and under ten are presented in the same sentence, use numerals for both. Write out a number that starts a sentence.
- Numerals over 999 are presented with commas (e.g., 1,000).

- Use the dollar symbol ($) rather than "dollars."
- Use the percent symbol (%) rather than "percent."
- Use periods, not dashes, in phone numbers without parenthesis around area codes.
- Large numbers should be expressed in numerals followed by "million," "billion," and so on.
- Use metric in all cases except height (e.g., 5'6" rather than 5 ft. 6 in) and general use (e.g., We give him tons of help.).
- Leave a space between the number and measurement abbreviation (e.g., 8 kg).

Abbreviations:
- Use periods when abbreviations combine upper and lower case letters (e.g., Dr., Mr., Mrs.).
- Use small caps, no periods for academic degrees, except for degrees that have a lower case letter within them, in which case use full caps with lower case letters, no periods, as in *Chicago* 10.20 (e.g., PhD, LittD, BA, MFA, LLB).

Capitalization:
- When a quotation is used as a syntactical part of a sentence, it begins with a lower case letter, even if in the original is a complete sentence with a capital (e.g., Benjamin Franklin admonishes us to "plough deep while sluggards sleep.").
- When the quotation has a more remote syntactic relation to the rest of the sentence, the initial letter is capitalized (e.g., As Franklin advised, "Plough deep while sluggards sleep.")
- Don't capitalize animal names unless they contain a proper name (e.g., Canada geese).
- "West Coast" refers to the region that includes Victoria, Vancouver, the Sunshine Coast, the Gulf Islands, and Haida Gwaii. Cap it if you're referencing this particular region, but not when using it in a general sense (e.g., We travelled up the west coast of Vancouver Island.).
- Capitalize titles before the name of the person, but lower case them if they come after (e.g., Product Manager Ralph Wiggum, but Ralph Wiggum, project manager.)

Commas:
- Always use Oxford/serial commas.
- Use a comma to separate two or more adjectives if each modifies the noun alone (e.g., Armoured, adventurous Aretha admitted nothing.).
- Use commas to set off province or country from a city name (e.g., He lived in Vancouver, BC, for ten years. He went to London, England, for a holiday.).

Exclamation points:
- Reserve exclamation points for genuine exclamations (e.g., Your head is on fire!) and commands (e.g., Take this bucket of water!). Never use more than one to finish a sentence or combine them with other punctuation to convey your feelings.

Quotation marks:
- Use double quotes except within a quote.
- Use curly (not straight) quotes.
- Punctuation (except for the colon and semicolon) is placed within quotation marks.

Apostrophes:

- Understand the distinction between the possessive and the plural. Plurals take an apostrophe only if they are possessive.
- Use curly (not straight) apostrophes.
- An apostrophe "s" follows names that end in "s" (e.g., Dr. Seuss's books).

Italics:
- Italicize the titles of books, pamphlets, published reports and studies, plays, operas, long musical compositions, paintings, sculptures, novels, films, long poems, newspapers, periodicals, and the names of radio and television programs.
- Do not italicize non-English words.
- Italicization may be used rarely for emphasis.

Indigenous Peoples Terminology Guidelines

The following points are intended as general guidelines and are not applicable to all contexts.

- "Indigenous" is used internationally and refers to all First Peoples all over the world.
- "Aboriginal" is a general term that collectively refers to First Nations, Métis, and Inuit people. It is specific to Canada and can carry a negative association because of its use in government policy.
- "First Nations peoples" describes Indigenous peoples of Canada who are ethnically neither Métis or Inuit.
- "First Nations" is fine when referring to collective communities, but in specific references use the name that the community uses publicly.
- Spell community names according to their website or [BC's First Nations A-Z Listing](#).
- Note that not all reserve-based communities in Canada refer to themselves as First Nations (e.g., The Musqueam Indian Band).
- Avoid:
    - Native, unless it's part of an organizational name that derives from an earlier period (e.g. the Vancouver Native Health Society).
    - Indian, unless it is part of a historical reference, part of a legacy term, or used in reference to a government policy or classification (e.g., The Indian Act, status Indian).
    - Eskimo.
    - Aboriginal as a noun.
    - Coast Salish, except when used in an anthropological sense.
    - Prefacing with a possessive (e.g., Canada's Aboriginal people, our Aboriginal people).
- "First Nations" is plural as an adjective (e.g., First Nations man).
- When "First Nation(s)" is used as a noun, it should be plural or singular depending on context (e.g., First Nations are entitled to certain exemptions, the shíshálh First Nation).
- Capitalize:
    - Aboriginal
    - Indigenous
    - First Nations
    - Métis
    - Inuit
    - Chief, Hereditary Chief, Grand Chief, Elder, when part of a formal title

- Use "community" instead of "reserve," unless the geographic or legal precision of "reserve" is important.
- When unsure about names and terms, ask the people you're writing about what they prefer.
- If diacritics are used, please note this in your submission.