UNIVERSITY *of* MARYLAND
SCHOOL OF PHARMACY

Office of Continuing Education
CE.PHARMACY.UMARYLAND.EDU
Style Guide for Editors and Reviewers

November 2018

Contents

Note: The CE office will conduct a style guide review after final slides are submitted before production begins.   The course instructor is responsible for adding registered marks, capitalizations, and abbreviations. The style guide reviewers may not be pharmacists or researchers.

Acronyms and Abbreviations

Acronyms and Abbreviations

Note: When using an acronym, spell out the word/phrase in the first instance with the abbreviation in parenthesis. Each instance after the initial may use the abbreviation. For example, 'Emergency Department (ED)' for the first instance, use 'ED' for each subsequent instance. In slide titles, spell out acronyms.

Acronyms and abbreviations should not use periods in between letters (ex. 'ED' not 'E.D.').

Frequently Used Terms

academic titles/academic credentials
Capitalize academic titles when spelled out, e.g., Technical Support Specialist. Don't use titles (e.g., Dr.) before the name but put degree initials (MBA, JD, etc.) after the surname. Can use titles (e.g., Dr.) before the name in case studies.

and
Write out full word instead of using ampersand (&) in slide text. Can use ampersand (&) in slide titles.

checklist
Write out as one word; do not hyphenate.

copay
Write out as one word; do not hyphenate.

Dates
Do not use dates if possible. For instance, when creating a case study write the date as 10/12 instead of 10/12/2014. In the audio, instead of saying 'This graph represents the number of incidence that occurred last year' say '…that occurred in 2013'.

Decision-making and decision-maker
Use 'decision-making' and 'decision-maker'; use hyphenation.

discharge
Use discharge instead of D/C.

email
Write out as one word; do not hyphenate.

follow-up vs. f/u
Use follow-up instead of f/u.

helpdesk
Write out as one word; do not hyphenate.

homepage
Write out as one word; do not hyphenate.

in-person versus in person
Hyphenated when used as an adjective but not when used as an adverb.
Example: Reviewers met "in person" for the "in-person" review.

learners vs. students
Use the term learners to describe activity participants as opposed to 'students'.

Learning Objectives vs. Learning Outcomes
Learning objectives are for the activity CE; learning outcomes are for an individual chapter

login vs. log in
Use login as a noun, log in as a verb

online
Write out as one word; do not hyphenate.

onsite
Write out as one word; do not hyphenate.

OTC and over-the-counter
Use 'over-the-counter' with hyphenation or abbreviate as OTC. See 'Acronyms and Abbreviations' section above.

prescription vs. Rx
Use prescription instead of Rx.

Proper Names
Do not use proper names if possible, ex. Walgreens, Target, etc.

recordkeeping
Write out as one word; do not hyphenate.

Seasons
Capitalize a season when used with a year (ex. Fall 2017).

side effects
Write out as one word; do not hyphenate.

test vs. post-test, vs. exam
Use 'test' to instead of 'post-test' or 'exam'.

Times
Write out times as three or four digit time with a space followed by 'am' or 'pm', such as 2:00 am or 11:00 pm

Time Zones
When spelled out, designations of time and time zones are lowercased (except for proper nouns). Abbreviations are capitalized.   When following a time, put zone in parentheses, e.g., 5:00 pm (ET).

eastern time (ET); central time (CT), mountain time (MT), pacific time (PT); Greenwich mean time (GMT)

Use eastern time (ET) instead of eastern standard time

United States
Write out as noun, use US as adjective. Do not use periods for US.

up-to-date
Use 'up-to-date' with hyphenation.

webpage
Write out as one word; do not hyphenate.

Website
Write out as one word; do not hyphenate.

-wide, -alike
Hyphenate such words as region-wide or look-alike

Punctuation and Numbers

For bulleted lists, use periods at the ends of items only if they are complete sentences.

Abbreviations should not have a period in between the letters (ex. use MBA instead of M.B.A)

Items in a series are normally separated by commas. When a conjunction joins the last two elements in a series of three or more, a comma—known as the serial or series comma or the Oxford comma—should appear before the conjunction.

Use figures for sums of money, time of day, percentages, house numerals, years, days of month, degrees of temperature, proportions, votes, scores, speeds, time of races, dimensions and serial numbers.

Use figures for ordinal numbers above ninth; spell out ordinals under 10th.
* Examples: Ninth   21st   156th   192nd 21st century

Use 21 million instead of 21,000,000. Also: $39 million, $22.5 billion. Don't carry beyond two decimals.

Insert commas with four or more figures, except in dates.
* Examples: $5,900   1,576 skateboards   2018

Avoid successive numerals in a single expression.
* Example: 15 six-inch boards

Use hyphens to separate area code, exchange, and remaining digits.
* Example: 555-555-5555, ext. 1234

Use numbers in regards to prescriptions (e.g., 5 weeks). When writing out prescriptions, add a space between the number and measurement (e.g., 20 mg).

Use a comma after 'e.g.' and 'i.e.'
* (i.e., example 1)
* (e.g., example 2)

Slide Design

Slide Titles

In words with three letters or more, the initial letter of each word should be upper case, other letters should be lower case; words with less than three letters should be all lower case unless it is the first letter in the title (ex., This is a Sample Slide Title or In Case of Emergency). Slide titles should not be bolded. In slide titles, spell out acronyms and spell out terms similar to 'Third' (vs. '3rd').

Initial caps (first letter in each word capitalized) for Module and Chapter titles. The terms 'Module' and 'Chapter' initial caps throughout

Slide Format

Use widescreen format (16:9 ratio). Slide template (from the UMSOP marketing portal) will be sent at the start of the project.

Font

Calibri

Bullets

The first letter of the first word in a bullet, should be upper case, all other words no capitalization unless otherwise indicated.

Numbers should be used when listing items or steps in a process instead of bullets.

Use only if multiple bullets exist. If only one bullet of that level exists on the slide, remove the bullet.

Parallel structure for bulleted items on the same slide is strongly recommended (for instance, if one line is a complete sentence, they should all be complete sentences.)

For bullets, use a different bullet style for each level. See the examples below:

• Primary bullet point in a non-sequence list
   – Second-level bullet point
      ▪ Third-level bullet point
        o Fourth-level Bullet

1. Primary bullet point in a sequence list
   a. Second-level bullet point
      i. Third-level bullet point

Citations

APA citations are used for all citations, references, and readings. Citations should appear on the bottom of the slide with the information.

The following citation should be added to any resource materials created for the module (ex. a job-aid or handout): © Copyright 2018. The University of Maryland Baltimore on behalf of the University of Maryland School of Pharmacy's Office of Continuing Education. All Rights Reserved.

Purpose Slide

A purpose slide should be included in the introduction for each module and/or chapter.
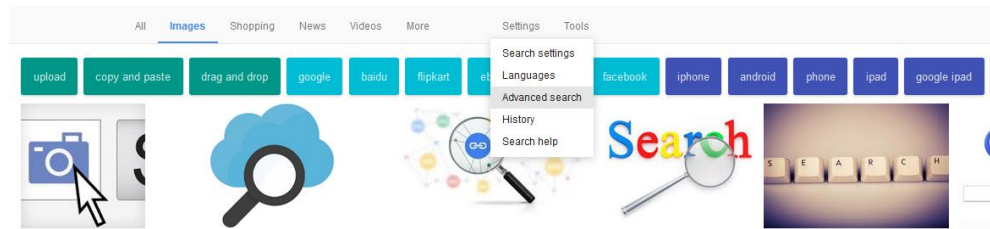
Copyright
Module materials including resources, readings, and images must comply with copyright law. In order to include these materials in the module, they must be copyright free (in the public domain) or written copyright permission must be received.

Charts, figure, diagrams from journal articles may be used with proper citations.

Below are a few resources for searching for copyright free images. **Always check the copyright policy on the page for additional information.**

1. Google
    a. Enter a search term in the search box
    b. Click the 'Images' link
    c. On results screen, click the widget icon and select 'Advanced Search'
        i. In the new version of Google, this may appear as a 'Settings' tab at the top of the page

    d. The last option on this screen is 'Usage Rights', select 'Free to Use or Share'
    e. Click Advanced Search
        These images should be available to use but check the copyright information on the particular page
2. Government Photos
    a. Federal government photos are in the public domain and are free to use. Most state government photos are copyrighted. You must check the websites to make sure they are copyright free. A few sites to search are listed below
        i. http://www.usa.gov/Topics/Graphics.shtml
        ii. http://phil.cdc.gov/phil/sessionexpired.asp
3. Additional search sites (this is a sample of websites, there are others as well):
    a. http://www.publicdomainpictures.net/
    b. http://www.public-domain-image.com/
    c. http://www.makeuseof.com/tag/6-free-websites-public-domain-images-free-stock-photos/
    d. http://commons.wikimedia.org/wiki/Main_Page
    e. https://openclipart.org/
    f. https://pixabay.com/
    g. https://www.flickr.com/
    h. www.morguefile.com

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Training Color Palette

	Color	HEX Code	RGB Code
	Red Primary Color	#C8102E	RGB: 200, 16, 46
	Yellow Primary Color	#FFCD00	RGB: 255, 205, 0
	Black Primary Color	#2C2A29	RGB: 44, 42, 41
	Teal Primary Color	#007F92	RGB: 0, 127, 146
	Light Gray Accent Color	#95A0A9	RGB: 149, 160, 169
	Medium Gray Accent Color	#696A6D	RGB: 105, 106, 109
	Tan Accent Color	#C8B18B	RGB: 200, 177, 139