



INKspire

House Style Guide

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KEY GUIDELINES

INKspire follows a modified version of CP style. Any rules considering grammar, spelling or formatting not outlined here defaults to CP style.

COMMON MISTAKES

- Do not use the Oxford comma, which is the last comma used in a sentence with a list (before “and”)
 - E.g. He bought a napkin, towel and plate to the table.
- Capitalize proper nouns correctly
 - E.g. Oreos, Facebook, San Francisco, Sarah
- Fully spell numbers less than 10
 - E.g. One, two, three
- Spell acronyms fully when they are first used
 - E.g. IRAs (individual retirement accounts) are a good way to invest money.
- Use an em dash (—) for sentence breaks, not a hyphen (-)
 - E.g. The sky was dark purple — it reminded me of home.
- Punctuation is placed inside of quotation marks unless precise wording or spelling is of importance
 - E.g. I guess you could call it “love.”
- Do not define commonly known topics, such as social media

ARTICLE GUIDELINES

- Ideas should be communicated with clarity and simplicity
- Articles should have structure
- An article should be focused on its subject, meaning it should not ramble or go on unnecessary tangents
- If an idea can be expressed in fewer words, it should be (unless the wording is used for artistic style)
- Unfamiliar terms should be explained after its first mention in an understandable manner
- Acronyms should be fully spelled when first mentioned (e.g. United Nations International Children’s Emergency Fund (UNICEF))

ARTICLE FORMATTING

- The suggested length of an article is between 500 and 1750 words. This rule is flexible, but only when an article has legitimate reason
- Paragraphs should be short. Short paragraphs (less than 12 lines) are easier to read and will cater to the attention span of a web visitor
- Articles should include multiple pictures, or at least one (not including the hero image). Include one picture for every three to four paragraphs, or as necessary
- Pictures should not be placed right before a new header. Related pictures should be placed after the header or within the contents of the header

AUDIENCE

INKspire strives to empower and appeal to youth from any demographic. All submissions should be easily readable for the target audience. Submissions should be written with this audience in mind.

CITING PHOTOS

Image citations should be placed underneath a photo, centred and italicized, in the following format.

With a caption:

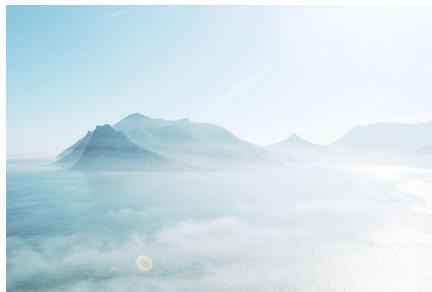


Image caption belongs here. (Image Source: [The New York Times](#))

Without a caption:



Image Source: [The New York Times](#)

- In cases where you are the owner of the photo, a citation is not needed
- Provide a hyperlink to the original source of a photo if the creator/owner of the photo has no limitations on the distribution of the photo
- Some photos are under a CC0 license and do not require attribution to the original creator and can be used in any way (e.g. photos from pexels.com)

TITLE CAPITALIZATION

Headers and subheaders should use title case.

Title case: The word at the start or end of a title should be capitalized. Articles, prepositions and conjunctions less than four letters should not be capitalized (e.g. of, to, the, and).

Subheadings starting from the margin should be capitalized in title case.

Subheadings starting in the centre of the page do not need to be capitalized in title case.

SOURCES AND REFERENCES

INKspire prefers the usage of hyperlinked words to link to the source of information

- Hyperlink should only link 1-3 words in a sentence
- E.g. Many [studies](#) show that this is true.

If the source is not a web page, integrate the source into a sentence.

- E.g. As is mentioned in *Dark Matter* by Blake Crouch, these facts are true.

No academic style citations (e.g. MLA or APA)

If the above options are not possible, include a reference list at the end of the article. If superscript is necessary for the references, include them, but avoid them if possible.

Superscript references should be formatted like this: ¹ – not in brackets, not in subscript. The superscript must reference a relevant and reliable source through either a link or a source list left at the bottom of an article.

- E.g.

References:

1. *The Art of Michelin* by Anne Baker
2. Video of potato peeling by YouTube user gWenfranklin4

Link references should be from reputable and reliable sources.

Use italics for names of movies, television shows, radio programs, web series, podcasts, video games, books, magazines, news websites, blogs and other publications. Do not use them for songs or art pieces.

- E.g.

Harry Potter and the Philosopher's Stone by J.K. Rowling

NAMES

- When quoting a person, use their full name (first and last) on the first reference. Use only the last name in subsequent references, unless multiple people have the same last name.
Eg. "Jane Doe ran in her school's annual fundraiser race to raise money for new gym equipment. In the last three years, Doe has raised more than \$1000."
- For foreign names, use the culturally appropriate way of presenting and spelling the name.
Eg. Chinese names generally place last names first and then given names: Deng Xiaoping
- Titles are lowercase unless you are referencing an official such as a government minister or head of state in a formal manner (e.g. Prime Minister Justin Trudeau, Speaker of the Senate George J. Furey).

INTERVIEW FORMATTING

Interviews should be formatted in a particular way.

Interviews with one person should have the question bolded and the answer in regular text underneath.

E.g. **When did you first find out about this?**

I found out about this when I was in college.

Interviews with multiple people should have the question bolded and the answer in regular text underneath. Their names should be bolded before the answer.

E.g. **When did you two find out about this?**

Judy: High school.

Finn: Just a few days ago.

LIST FORMATTING

List articles (are articles separated by list items) should have a minimum of 4-5 sentences per list item.

GRAMMAR, SYNTAX AND OTHER RULES

OXFORD COMMA

The Oxford comma, or the serial comma, is the last comma used before the last item of a list.

Eg. There are many positive merits to having sunflowers. You get to enjoy their bright colours, shape, and size.

It is not to be used in any circumstance.

QUOTATIONS: DOUBLE AND SINGLE QUOTATION MARKS

Double quotation marks should be used to enclose speech, quotations or as scare quotes.

Eg. She said, "No."

OR: He used ketchup as a substitute for his "blood."

Single quotation marks should be used within double quotation marks, or if used in a header.

Eg. On Saturday afternoon, Dunfrey said, “Of course I know this. The only way I can convince them — or ‘play’ them, if you will — is by using blunt force.”

OR: How Lifespan Effects ‘Everything’

QUOTATIONS: PUNCTUATION

Punctuation should be kept within a quotation.

Eg. Although there is much to say about the subject, Marie Clarie, a fictional scientist, says, “All human beings should have the right to vote, no matter what.”

Periods should *not* be kept within a quotation if it concerns legal matters or is in a context where precise spelling and wording is of high importance.

Eg. The defendant claimed to be “running with a knife” and “shirking everyone in the back”.

SEMICOLONS

Semicolons are used to avoid comma splices or connect two sentences related in idea if a comma cannot be used.

Avoid the use of excessive semicolons when a comma or period can be used instead.

SENTENCE BREAKS

Sentence breaks serve as a way to break a sentence or insert a slight pause in between the word before the break and the word after.

Eg. “I was walking my dog — Otto, a black terrier — when I saw another dog.”

When using sentence breaks, use an em dash (—).

Never use hyphens (used to connect two words related to one another, eg. one-way) or en dashes (used to connect two words related in distance, eg. May – September) in place of an em dash.

Hyphen: -

En dash: –

Em dash: —

SPELLING

All words should use Canadian spelling.

Eg. Colour, not color

Grey, not gray

CP STYLE GUIDE OMISSIONS

- Website names do not have to be formatted in a particular way
 - E.g. You do not have to refer to Facebook as “facebook.com.” You can refer to it as “Facebook.”
- The word “internet” does not have to be capitalized
- Use %, not “per cent”
- Use spaces before and after an em dash