



IVEY STYLE GUIDE

Marketing and Communications
Ivey Business School

STYLE GUIDE FOR PUBLICATIONS

Publications produced by Ivey's Marketing and Communications Department use Canadian Press (CP) Style for abbreviations, acronyms, capitalization, dates and times, spelling, type styles, and usage, as well as the following house styles. CP uses the Oxford Canadian Dictionary as its standard reference.

This is a work-in-progress that can be revised and updated, as needed.

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ABBREVIATIONS

- Omit periods in all-cap abbreviations, unless the abbreviation is geographical or refers to a person.
Example: BA (for Bachelor of Arts), but U.S. (for United States), and P.K. (for Pernel Karl) Subban.
Some public figures are known by initials without periods (JFK – John Fitzgerald Kennedy).
- Use periods in lower-case or mixed abbreviations, but not abbreviations that begin and end with a cap.
Example: i.e.; B. Comm; PhD.
- Do not abbreviate professor.
Example: Professor Jones, not Prof. Jones.
- For Canadian provinces and territories, use these abbreviations after the name of a community:
Alta., B.C., Man., N.B., N.L., N.W.T., N.S., Ont., P.E.I., Que., Sask.
- For American states, use these abbreviations after the name of a community:
Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

ACTIVE VS. PASSIVE VOICE

- Use the active voice whenever possible. In the active voice, the subject of the sentence performs the action. In a sentence written in the passive voice, the subject receives the action.
Example: Active: The dog bit the man; Passive: The man was bitten by the dog.

ACRONYMS

- Many organizations or terms are familiarly known by their acronyms. On first reference, use the full name followed by the acronym in brackets. In the rest of the copy, use the acronym only. There is no need to supply the acronym if the organization is never mentioned more than once.
Example: Western Society of Graduate Students (SOGS); initial public offering (IPO).
- Avoid using acronyms in headlines.
- Acronyms that have become common words are not capitalized.
Example: scuba (self-contained underwater breathing apparatus).
- Do not use periods in acronyms.
- Do not use an apostrophe to form the plural of an acronym.
Example: URLs, not URL's.

BULLETED LISTS

- Each bulleted item should begin with an uppercase letter and end with a semicolon until the last entry, which should end with a period. The introductory sentence ends with a colon.

Example:

Our goals include:

- **Developing a five-year plan;**
- **Finding the resources to support this plan; and,**
- **Executing the plan.**

CENTRES, INSTITUTES, AND DISTINCTIVE RESEARCH AREAS

Centres:

- Building Sustainable Value Research Centre
- CPA-Ivey Centre for Accounting and the Public Interest (CPA-Ivey Centre)
- Entrepreneurship Cross-Enterprise Leadership Centre
- Ivey Energy Policy and Management Centre (Energy Centre)
- Lawrence National Centre for Policy and Management (Lawrence Centre)
- Scotiabank Digital Banking Lab at Ivey Business School (Digital Banking Lab)

Institutes:

- Ian O. Ichnatowycz Institute for Leadership (Ichnatowycz Institute)
- Western Morrissette Institute for Entrepreneurship Powered by Ivey (Morrissette Institute)

Distinctive Research:

- Ben Graham Centre for Value Investing (Ben Graham Centre)

COMMON GRAMMAR ERRORS

- RESEARCH (subject/verb agreement) – The main verb should agree with the main noun.
Example: The research in these reports shows that I am correct – The verb *shows* agrees with research as *research* is the main noun in the noun phrase.
- PRACTICE (noun); PRACTISE (verb).
Examples:
John has his own law practice.
She needs to practise the piano every day.
- CONTINUAL (adjective) – Always going on, incessant, perpetual; to continue with interruption;
CONTINUOUS (adjective) – Characterized by continuity; extending in space without interruption.
Examples:
The organization focuses on continual improvement.
We'll have continuous news coverage.
- A/AN A (not an) historical site.
- HYPHEN, EN DASH, EM DASH

Hyphen

A hyphen connects two things that are related.

Example: toll-free.

When two or more words serve together as a single modifier before a noun, insert a hyphen between the modifying words.

Examples:

First-year course.

Part-time studies.

When those same modifiers follow the noun, hyphens are unnecessary.

Examples:

The well-known actor (modifier before noun).

The actor is well known (modifier follows noun).

Out-of-date information (modifier before noun).

The information is out of date (modifier follows noun).

A \$5-million donation (modifier before noun).

A donation of \$5 million (modifier follows noun)

Use a hyphen with the prefix **re** where the word would otherwise be confusing.

Example: Re-covered a chair (not recovered), as opposed to recovered from an illness.

Never hyphenate **-ly** modifiers.

Example: Internationally known researcher (not internationally-known).

En dash

An en dash, roughly the width of an n, is a little longer than a hyphen. It is used for periods of time when you might otherwise use to.

Examples:

The years 2001 – 2003.

January – June.

An en dash is also used in place of a hyphen when combining open compounds.

Examples:

North Carolina–Virginia border.

A high school–college conference.

Em dash

An em dash is the width of an m. Use an em dash sparingly in formal writing. In informal writing, em dashes may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought.

Examples:

You are the friend — the only friend — who offered to help me.

Never have I met such a lovely person — before you.

I pay the bills — it's all fun, especially when there's money left over. (a semicolon would be used here in formal writing)

I need three items at the store — dog food, vegetarian chili, and cheddar cheese. (a colon would be used here in formal writing)

My agreement with Fiona is clear — she teaches me French and I teach her German. (a colon would work here in formal writing)

Please call my agent — Jessica Cohen — about hiring me. (parentheses or commas would work just fine here instead of the dashes)

I wish you would — oh, never mind. (this shows an abrupt change in thought and warrants an em dash)

Form an em dash by typing the first word, hitting the hyphen key twice, and then typing the second word. Your program will turn the two hyphens into an em dash for you.

- MORE THAN VS. OVER – With numbers, more than is typically preferred to over. Also older than or younger than vs. older or under for ages.

Examples:

More than 87 people responded. (instead of over 87 people)

She is older than 45. (instead of she is over 45)

You can't drive if you're younger than 16. (instead of if you're under 16)

Over and under are used more for spatial relationships or to specify something beyond a quantity or limit.

Examples:

He jumped over the fence.

The show ran a minute over.

COURSE TITLES

- Capitalize and italicize.

Example: The new course, *Business Fundamentals*.

DATES, TIMES, AND SEASONS

- No st, nd, rd, or th on dates.

Example: January 1, not January 1st.

- Use the month-day-year format in formal writing.

Example: January 25, 2016.

- In instances where a numeric date form is preferred, such as a chart, or in cases where sorting data is important, use ISO style: use numbers to represent the year in full, the month, and then the day, separating each element by a hyphen.

Example: 2011-12-11.

- Where space restrictions require the names of the months be abbreviated, abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

- Abbreviate names of months more than five letters when followed by specific date. Otherwise, spell out.

E.g., Jan. 1, Feb. 1, March 1, April 1, May 1, June 1, July 1, Aug. 1, Sept. 1, Oct. 1, Nov. 1 and Dec. 1 January 2020, February 2020.

- When referring to the academic year, use a slash to indicate the last part of one year and the first part of the next.

Example: 2009/10.

- Only insert commas with a full date.

Examples:

April 2, 1981. (comma)

April 1981. (no comma)

- Don't use apostrophes.

Example:

1990s. (not 1990's)

- When omitting the century, use an inverted apostrophe.

Example:

'90s. (not '90's)

- Use the year only when referring to one other than the current year.

Example: The group first met on Sept. 13, 2009. They have accomplished little since that date.

- But if the meeting occurred in the current year, don't include the year.

Example: At a Sept. 13 meeting.

- Never abbreviate days of the week.

Example: Monday, July 4. (not Mon. July 4)

- No :00 for exact hours.

Example: The event is at 9 a.m. (not 9:00 a.m.)

- 12 noon and 12 midnight. (rather than 12 a.m. or 12 p.m.)
- a.m. and p.m. Use periods after each letter, no space between. Use lower-case; never use caps. If indicating a range of time, do not use a.m. or p.m. after the first reference unless it is different than the following time.
Example: 9 – 9:30 a.m., but 9 a.m. – 6 p.m.
- Do not capitalize names of seasons unless part of a formal title.
Examples:
The fall leaves are beautiful.
Ivey's Fall Lecture Series.

DEGREES

- Do not include punctuation in abbreviations of degrees and do not leave space between the letters. Capitalize only the beginning of words, with the exception of PhD.
Examples:
BA, MSc

ALUMNI DEGREES

- Always include degrees after the first mention of any alumni name. For multiple degrees, always list the degree obtained first directly after the name, followed by subsequent degrees.
Examples:
Mark Wilson, HBA '71
John Brown, HBA '86, MBA '91
Sarah Russell, MBA '02, PhD '09
- Ensure the degree apostrophe is facing the correct direction, and is not a straight line.
Examples:
Mark Wilson, HBA '71 (correct)
Mark Wilson, HBA '71 (incorrect - straight)
Mark Wilson, HBA '71 (incorrect - wrong direction)

HEADLINES

- In most cases, use sentence case for headlines. No punctuation is required at the end except when connecting phrases or sentences.
Examples:
A framework to find Canada's competitive advantage in manufacturing.
A one-year MBA just makes sense.
- There are a few exceptions:
 - Title caps are used in website buttons.
Example: Attend an Event; Get Started.
 - Title case, upper case, and symbols are used in creative settings, such as banners or cover designs.
Example: READY SET GO; 92% EMPLOYMENT RATE CLASS OF 2014.
 - *Ivey Business Journal* articles use title caps.
Example: A Greek Tragedy with No Written Final Act.

INITIAL CAPS

- DEPARTMENTS – Use initial caps when the reference is formal and lower case when the reference is informal.
Examples:
Department of History.
An instructor with the history department.
- FACULTY – Use initial caps when referring to an academic division and lower case when referring to academic staff.
Examples:
Faculty of Science.
There will be many new faculty positions this year.
- GOVERNMENT – No initial cap unless it's the formal name of a government.
Examples:
The Government of Canada.
The program received federal government funding.
- NORTH, SOUTH, EAST, WEST – Lower case unless part of a street address.
Examples:
He lives on the north side of town.
He lives at 177 John Street South.
- RELIGIONS – All names of religions are proper names and take an initial cap.
Example: Catholic, Protestant, Jewish, Baha'i Faith.
- PROVINCE – No initial cap unless part of the formal governmental title.
Example: The Province of Ontario (otherwise province and provincial).
- INDIGENOUS PEOPLES – Capitalize in all instances. The term Indigenous Peoples is an all-encompassing term that includes the First Peoples of Canada. The term Indigenous Peoples is generally used in an international context. The title of the United Nations Declaration of the Rights of Indigenous Peoples is a prime example of the global inclusiveness of the term Indigenous Peoples.
- FIRST NATION(S) – Capitalize in all instances. First Nation is a term used to describe Indigenous Peoples of Canada who are ethnically neither Métis nor Inuit. This term came into common usage in the 1970s and 1980s and generally replaced the term Indian, although unlike Indian, the term First Nation does not have a legal definition. While First Nations refers to the ethnicity of First Peoples, the singular First Nation can refer to a band, a reserve-based community or a larger tribal grouping and the status Indians who live in them.
- FIRST PEOPLES – Capitalize in all instances. First Peoples is an all-encompassing term that includes Inuit, First Nations and Métis.
- MÉTIS - capitalize in all instances. The term refers to a collective of cultures and ethnic identities that resulted from unions between Indigenous and European people in Canada. This term has general and specific uses, and the differences between them are often contentious. It is sometimes used as a general term to refer to people of mixed ancestry.
- INNU – Capitalize in all instances. Innu are a First Nations group located in northeastern Quebec and central Labrador.

- INUIT – Capitalize in all instances. Refers to a member of an indigenous people of northern Canada and parts of Greenland and Alaska.
- NATIVE – Avoid using this term when possible.
- Lowercase indigenous when used as an adjective to refer to a thing that is naturally occurring or originating from a place.
Example: The pawpaw tree is indigenous to southwestern Ontario.
- More resources are available from the [Office of Indigenous Initiatives](#).

OTHER/CAPITALIZATION

- Lowercase convocation in all references.
- Lowercase internet.
- Lowercase professor at all times, including when preceding a name. E.g., Western University professor John Smith may understand the book better than anyone on Earth. John Smith, a Western University professor, may understand the book better.
- Write Orientation Week in uppercase when referencing Western’s Orientation Week. Lowercase general references to first-year orientation week outside of Western. Use OWeek as a short form for Orientation Week.
- Capitalize the proper names of nationalities, peoples, races and tribes.
- Capitalize Black in racial reference, but do not capitalize white. In the U.S., African-American is also used; in Canada, African-Canadian may be used when necessary for context, but avoid if possible. Use Black or Black Canadians, instead.
- Write COVID-19 in all caps. Lowercase the general term, novel coronavirus or coronavirus, but capitalize its adopted formal name SARS-CoV-2.

ITALICS

- Use for titles of books; poems; plays; periodicals (including newspapers); published speeches; movies; television shows; works of visual art; names of ships, aircraft, space craft, and trains; and foreign words and phrases that are not part of the English language.
Example: The *Financial Times* ranking.

LEDES

This is the first sentence of the story that conveys what it is about and why we should care. It should be no more than 35-40 words. There are two types of ledes to avoid:

- QUOTE LEDES – Using a quote from one of your sources to launch the story. The reader might perceive this as a fallback because you don’t know how to start your story. Instead paraphrase what was said.
Example: Customer relations is the key to a successful family business, Larry Rosen said at the 11th annual Business Family Day Celebration. (not “Customer relations is the key to a successful family business” That was Larry Rosen, speaking at the 11th annual Business Family Day Celebration)

- QUESTION LEDES – Posing a question to the reader, which the story proceeds to answer. These just delay the information. Your goal is to get to the point.
Example: Customer relations is the key to a successful family business. (not, What is the key to a successful family business? It's customer relations)

MEASUREMENTS

- No .00 with dollars.
Example: Tickets are \$2. (not \$2.00)
- When using the dollar sign, don't repeat the word dollars.
Example: The \$20-million project. (not \$20-million-dollar project)
- Use metric and spell out terms.
Example: A 10-kilometre run. (not km)
- A few common terms – km/hr, m.p.h. – are acceptable on second reference when used with numbers.
Example: 50 km/h, 60-m.p.h.
- Do not use decimal points, unless it is critical that exact percentages are defined.
Example: 12-1/2 days (not 12.5 days).

NAMES

- Always use the first and last name of a person on first reference. Use the last name only on subsequent references, unless needed for clarity (for instance, quoting multiple members of a family with the same last name).
Example: John Smith visited Ivey in May. Smith (not John) spoke with students about his experiences at Google.
- In notes to the Ivey community, use the full name on first reference, and the first name on subsequent references.
Example: I am pleased to welcome Professor Angela Baxter to Ivey. Angela previously worked at Thunderbird School of Global Management.

NAMED CAMPUSES

- Donald K. Johnson Centre (formerly Ivey's Tangerine Leadership Centre)
Example: The event will be held at Ivey's Donald K. Johnson Centre (formerly the Tangerine Leadership Centre) in Toronto. The Donald K. Johnson Centre is located in The Exchange Tower.
- Ivey's Spencer Leadership Centre at first mention; Spencer Leadership Centre in subsequent mentions.
Example: Our Executive Education programs are held at Ivey's Spencer Leadership Centre. Spencer Leadership Centre has five amphitheatres.
- Cheng Yu Tung Management Institute
Example: Located in Hong Kong, the Cheng Yu Tung Management Institute is an international learning facility.
- The Richard Ivey Building
Example: The Richard Ivey Building is home to more than 2,000 students, faculty, and staff.

NUMBERS

- Spell out numbers from one to nine. Use figures for 10 and above. Follow these rules, even when a sentence contains both types. This includes ordinal numbers, unless in an official title.

Examples:

He is taking two classes.

She has 40 hours of classes a week.

He has four cats and 12 fish.

This is the sixth Global Ivey Day.

This is the 20th edition of the book.

- Spell out first, second, third, etc. , until 10, then switch to 10th, 11th, 12th, etc.

Examples:

The second annual lecture.

The 10th anniversary of the program.

- Use figures for school grades.

Example: Students start applying for university in Grade 12.

- Use figures in ages standing alone after a name.

Example: He has a son, Tim, 3.

- Level designations take Roman numerals.

Example: The student is in Level II of the course.

- En dashes, rather than hyphens, should be used to indicate a range of numbers.

Example: 990–94; pages 179–80; \$2,400–\$2,700.

- Use hyphens in phone numbers and no brackets around the area code.

Example: 519-226-1122.

- Spell out numbers at the beginning of a sentence unless it is a year. If the number is large, reword the sentence so the number doesn't begin it.

Example: Seventy-five people attended the info session.

- Hyphenate when descriptive.

Examples: A \$5-million donation; He donated \$5 million.

- EXCEPTIONS TO THE RULE: dollar figures (**\$6 million**), page numbers (**page 56**), addresses (**6 Western Road**), time (**5 p.m.**), numbers between 1,000 and 10,000 that can be expressed in terms of hundreds (**He wrote a paper of sixteen hundred words. She wrote a paper of 1,584 words**).

PROGRAMS

- Ivey MBA Program
Full name: Master of Business Administration.
- Ivey HBA Program
Full name: Honors Business Administration (no 'u' in Honors).
Use HBA1 and HBA2, not HBA 1 and HBA 2.
Use HBA /JD (Law).
- Ivey MSc Program
Full name: Master of Science in Management.

Three streams:

- MSc in Management, International Business
 - MSc in Management, Business Analytics
 - CEMS MIM – Full name: CEMS (The Global Alliance in Management Education) Masters in Management
- Ivey EMBA Program
Full name: Ivey Executive Master of Business Administration.
 - The Ivey Academy
Always programs, never courses.
The Ivey Academy Program(s).
Open Enrolment programs.

PUNCTUATION

- APOSTROPHE – Use an apostrophe to denote possession. Singular and plural nouns not ending in s take an apostrophe and s (**Mike's car**). Plural nouns ending in s take an apostrophe alone (**peoples' lives**). Singular nouns and names ending in s (or an s sound) take an apostrophe and s (**Chris's house; Blitz's restaurant; witness's statement**). Names or words ending with an –eez sound only have an apostrophe (**Moses' story; Socrates' play**).
- BRACKETS – Use brackets for information that is inserted to clarify, or for translations.
Examples:
The year of the flood (1969) had record-breaking rainfall.
It was five centimetres (two inches) long.

- COLON – Use a colon to introduce an item or series of items, or a question. It stands in place of the word “namely”

Examples:

You need the following ingredients: eggs, sugar, butter, and flour.

These are the rules:

1. **No talking in the library;**
2. **Put your books back on the cart; and,**
3. **Check out books using your library card.**

An important question is: What does the future hold?

- COMMA – Use a comma after the next-to-last item in a series to avoid confusion.

Example: Breakfast was eggs, toast, bacon, and coffee (not bacon and coffee).

- DASH – Use dashes to set off mid-sentence lists punctuated by commas or when use of commas would create confusion. Also use a dash in course titles.

Examples:

The meeting will discuss residents’ concerns – noise, pollution, and property values – before the formal vote takes place.

The cookies – chocolate chip and oatmeal – are baked fresh daily.

3300K – Strategy, not 3300K: Strategy.

- ELLIPSIS – Use when something has been edited out of a direct quotation. It is unnecessary at the beginning or end of a quotation, but necessary when a part of the middle is missing. An ellipsis is three spaced periods and has a space at the end. An ellipsis at the end of a sentence has four periods with no space between the period and the last word.

Examples:

The decision ... was not well-received.

We must work hard and be better....

- INITIALS – There are no spaces between initials.

Example:

C.S. Lewis

- PERIODS – There should only be a single space after periods. Put periods inside quotation marks.

Examples:

He rode his bike to the store. Then he brought the groceries home to his mother.

The paper is entitled, “Leadership in the 20th century.”

- **QUOTATION MARKS** – Quotation marks should always be outside other punctuation with the exception of question marks, dashes, semicolons, and exclamation marks that are not part of the quotation. Use double quotation marks, except for in headlines or quotes within a quote. For quotes within a quote, single quotation marks are used. Use quotation marks for words used ironically. Also use quotation marks around titles of papers and book chapters.

Examples:

“I heard him say, ‘He started it,’ when accused of starting the fight,” said Smith.

The “friendly” soccer game ended with players enraged.

- **SEMICOLON** – Use a semicolon to join two or more ideas in a sentence that are closely related, but could stand on their own as sentences. Also use them to separate elements that contain commas. Semicolons go outside quotation marks.

Examples:

I have a big test tomorrow; I can’t go out tonight.

This week’s winners are John Smith from Toronto, Ont.; Diane King from Phoenix, Ariz.; and Matt Johnson from Reno, Nev.

Police cornered “the villain”; it was a teenager wearing a mask.

SAID/SAYS

- Use said in all cases.

Examples:

“It is a beautiful day,” said Smith. (not says Smith)

“What a nice dog,” she said. (not she says)

SPELLING

- Per cent should be spelled out as two words. The percentage symbol should only be used in lists and creative. Hyphenate when descriptive.

Examples:

We ran 80 per cent of the way.

A 10-per-cent increase.

- Use of contractions is acceptable.

Examples:

’62 (for 1962).

It’s (for it is).

Who’s (for who is).

- **PLURALS** – Form plurals of abbreviations by adding an s. Do not use an apostrophe.

Examples: MBAs; HBAs

- **HONOUR VS. HONOR** – Use honour in all cases with the exception of honorary degrees and BA Honors as well as the names of specific degree programs (e.g. honors specialization in Biochemistry).

Examples:

It is an honour to receive this award.

She received an honorary degree from Western University last night.

- **CO- WORDS** – Keep the hyphen in words beginning with co (co-operate, co-ordinate, co-chair).

Common misspellings and Ivey terminology:

- Aboriginal Peoples (not aboriginals)
- adviser (not or)
- affect (to have an effect/influence on), but effect (the result of an action)
- aging (no e)
- a lot (not alot)
- all right (not alright)

- **Alumni references:**

Avoid using gendered terms in alumni references. As best practice, use: alum or graduate, regardless of gender, for singular; alumni for plural.

- amphitheatre
- any more (as in “I don’t want any more candy”)
- anymore (as in any longer)
- any time (two words – but anyplace, anything – one word)
- anyway (not anyways)
- awhile (adverb), a while (noun)
- Bachelor of Arts, a bachelor’s degree
- barbecue (not que)
- behaviour (not behavior)
- BlackBerry for wireless device (not Blackberry)
- board (uppercase only when using the formal name of a board. Otherwise, lowercase)

Example:

Toronto District School Board, but Toronto school board.

- bylaw, byline, bypass, byproduct (no hyphen)
- calibre (CAN/British sp.)
- candour (not candor)
- Case-Method Learning; Case-Method of Learning
- cheque (not check)
- co-chair, co-worker (hyphenate)
- colour

- complementary (serving to complete)
- complimentary (free)
- composed of (made up of), comprise (contains all parts)

Examples:

The committee is composed of faculty.

The project comprises five parts.

- copyright (not copywrite)
- Councillor (double l)
- crisis (singular), crises (plural)
- Cross-Enterprise Leadership
- curriculum (singular), curricula (plural)
- Dragons' Den for CBC show (not Dragon's Den)
- defence, but defensive
- dos and don'ts (not do's)
- email (not e-mail)
- emeritus (male), emerita (female), emeriti (plural), as in Professor Emeritus Paul Brown
- enrolment (1 l)
- enrol (1 l)
- enrolled (2 ls)
- ensure (make certain something happens), but insure (provide insurance)
- federal government (lowercase when not part of a formal name)
- FinTech (not fintech)
- First World War (not World War I), Second World War (not World War II)
- flavour (not flavor)
- followup (noun and adjective)
- forego (precede), forgo (go without)
- fulfil (not fulfill)
- full time, unless an adjective (full-time job)
- goodbye (no hyphen)
- grey (colour)

- hanged (killed by hanging), hung (suspended)
- heads-up (not head's up)
- health care (two words)
- health-care (adjective)
- high-potential (hyphenated – if adjective is tied to a subject)

Examples:

High-potential student.

Converting high potential into high achievement.

- hurdle (leap over), hurtle (throw swiftly)
- in depth (I'll speak with you about this in depth), in-depth as adjective (an in-depth report)
- inquiry (not enquiry)
- install, but instalment
- internet (lower case)
- *Intouch* (not InTouch or In Touch) magazine – @*Intouch*, not @InTouch (monthly e-newsletter)
- its (is a possessive and does not take an apostrophe), it's (is a contraction of 'it is' and does take an apostrophe) **Examples:**

It's raining outside.

The cat chased its tail.

- Ivey:
 - The Ivey Business School
 - The School when referring to Ivey
 - Never Ivey School of Business
- Global Ivey Day (capitalized) – after first mention can be abbreviated to GID
- Ivey Homecoming or Homecoming (capitalized)
- Ivey Network or Ivey Alumni Network (capitalized) – can be referred to as Ivey Network, the Network, or abbreviated to IAN
- Ivey Pledge Ceremony (the full name should be used)
 - The Pledge (when referring to "the Pledge" the word Pledge should be capitalized)
- jibe (not jive)
- judgment (no e)
- know-how (hyphen)
- labour, but laborious

- lay off (verb), layoff (noun)
- leader (capitalize only when used as a title preceding a name (Liberal Leader John Bates), but not when used generally (party leader) or when former (former Liberal leader Karen Thomas))
- led (past term of lead)
- liaise (not liase)
- licence (noun), license (verb)
- line up (verb), lineup (noun)
- loath (reluctant), loathe (to detest)

Example:

She loathes cheese, but is loath to admit it.

- log in (verb), login (noun and adjective)
- long term (in the long term), long-term (adjective – long-term contract)
- longtime (no hyphen)
- loonie (dollar coin), loony (slang for insane)
- manoeuvre
- media (plural), medium (singular)
- mould (not mold)
- nationwide (no hyphen)
- No. 1 or number 1 (not number one)
- offence (not offense), but offensive
- OK (not okay), OK'd, OK'ing
- online (not on-line)
- panellists (two ls)
- part time, unless an adjective (part-time job)
- pique (not peak or peek), meaning to engage or arouse
- playwright (not playwrite)
- policy-maker (not policymaker or policy maker)
- postgraduate (not post-graduate)
- post-secondary
- practice (noun or adjective), practise (verb)

- prerogative (not perogative)
- principal (main chief, head of a school), principle (a tenet or matter of belief)

Examples:

She was the principal investigator.
He is a man of high moral principles.

- provincewide
- provincial government (lowercase when not part of a formal name)
- rational (sensible), rationale (statement of reasons)
- rein (harness), reign (monarch's rule)
- resumé (accent aigu on last e only)
- real-world or real world (hyphenated when describing something, as in real-world experience)
- rigour, but rigorous
- spin off (verb), spinoff (noun or adjective)
- startup (one word)
- stationery (paper and pens), stationary (not moving)
- storey (buildings – two-storey building)
- teammate (no hyphen)
- thank you (two words, no hyphen unless used as an adjective)

Examples:

Thank you for the cookies.
I sent a thank-you note.

- timeline (one word)
- try to (not try and)
- total, totalled
- U.K. (periods)
- URL (not url)
- Vice-President (caps with hyphen)
- waiver (a document), waver (to falter)
- Wal-Mart (in Canada), Walmart (brand name in U.S.)
- Warren Buffett (not Buffet)
- website (not web-site)

- Western University (Western on subsequent references); the University (not UWO or The University of Western Ontario)
- workforce (one word)
- World Wide Web (capitalize), but web, website (generic terms)
- Worldwide (one word)

TITLES

- Avoid using a long title in front of a name. Instead use name and title, separated by a comma or name, title, department. Short titles can precede a name, especially when commonly known.

Examples:

John Smith, President of IBM.

Mary White, CEO, TD Bank.

Prime Minister Justin Trudeau.

- Do not capitalize titles when it's a former title.

Examples:

Ivey Dean Sharon Hodgson.

Former Ivey dean Carol Stephenson.

Prime Minister Justin Trudeau.

Former prime minister Pierre Trudeau.

- There is no need to capitalize a title when it's on its own and used generally.

Example:

The plan was approved by the dean of the school.

- Do not use courtesy titles such as Mr., Mrs., Miss and Ms. They should be avoided unless deemed culturally necessary for specific documents.
- Include degrees after the name and before the title. Do not include LLDs, unless specifically requested. Add E to EMBA when full-time MBAs are mentioned in the same document or for alumni publications. When abbreviating a degree, omit periods and punctuation marks (BA, MA, PhD and LLB).

Examples:

Kim Jones, HBA '71, President of ABC Company.

George Watson, EMBA '08, and Jason Clarke, MBA '05.

Sue Shields, PhD '98.

He has a BA from Western University.

- Do not use Dr. unless a medical doctor. Those with PhDs should be referred to as Professor, Associate Professor, or Assistant Professor. Only use Dr. in the first reference.

Example:

Dr. John Smith performed the first-of-its-kind operation. Smith said it was his crowning achievement.

GENDER-NEUTRAL PRONOUNS

- In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her, they/them/their is acceptable as a singular and-or gender-neutral pronoun. Clarity is a top priority; gender-neutral use of singular “they” is unfamiliar to many readers. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person. Following CP Style, avoid using other gender-neutral pronouns such as xe or ze.

MENTAL HEALTH

- When referencing issues of mental health, do not describe an individual as ‘mentally ill’ unless pertinent to a story and diagnosis is properly sourced, or it is part of a quote. When used, identify the source for the diagnosis. Everyone has mental health; mental illness is a term that refers only to diagnosed mental health issues.

FROM/THAN

- Use different from when a noun or pronoun follows. Use different than when a clause follows.

Examples:

His clothes are different from ours.

She is a different person than she was two years ago.

URLS

- When displaying URLs in print, don’t include http://, www, or uwo.

Example: ivey.ca (not http://www.ivey.uwo.ca)

INCLUSIVE ACRONYMS

- Use 2SLGBTQ+ in all references as the inclusive acronym. 2SLGBTQ+ stands for two-spirit, lesbian, gay, bisexual, transgender, questioning and/or queer, and all other gender identities such as intersex, asexual, pansexual, polyamorous.

USAGE

- THAT VS. WHICH – That is used when the information is essential to the noun. Which is used for non-essential information that adds a new element. It requires use of a comma.

Examples:

The movie that opened last week at London Theatre. (It’s not just any movie, it’s the one that opened last week)

The movie, which cost \$4 million to make, opened last week at London Theatre. (The amount it cost to make is additional information)

- WHO VS. WHOM – Who stands for he, she, or they. Whom stands for him, her, or them.

Examples:

She met a man who she thought was her brother. (she thought he was her brother, so use who)

She met a man whom she took for her brother. (she took him for her brother, so whom is correct)

WORDS TO AVOID

- According to (this casts doubt on the source's credibility)
- Felt or believe (you aren't a mindreader, insert said)

Examples:

He said he felt all alone.

Grace Bryson said she believes the world is flat.