



## A Few Basic Style Tips

X-communication and X-Presso Books adhere to guidelines set forth by the *Chicago Manual of Style*, the publishing industry standard. The following is a brief list of the basics that should cover most issues you will encounter. If for whatever reason you wish to work outside these guidelines, please let us know so that we don't make inadvertent changes in the layout process or if you choose to use any of our editorial services.

### Titles:

- Titles of movies and of television and radio programs are italicized.
- A single episode in a television series is set in roman and enclosed in "quotation marks."
- Play titles and regularly appearing cartoons or comic strips are both italicized.

### Numeral Usage

- Spell out numbers through one hundred and larger round numbers as well, e.g., one thousand, two million.
- Also, you only have to go to digits in the same category, so you could have mixed digits and spelled-out amounts within a paragraph if all digits referred to cats owned by old ladies and spelled-out amounts referred to dogs owned by old men.
- Always use a comma when in the "thousands" and beyond: 1,500 not 1500.

### Street Names

- Numbered Street names are spelled out through one hundred, so use the numeral usage rules.
- Numbered Highways, Interstates, and Routes keep the Arabic numeral.

### Time

- Time is spelled out when in front of "o'clock" or just the number is given: seven o'clock, seven in the morning
- Numerals used when using a.m. and p.m., and no need for ":00" at even hours: 7 p.m., 7:30 a.m.; a.m. and p.m. should be typeset in small caps (A.M. & P.M.), but we'll take care of that!

### Abbreviations

- Except for common acronyms (C.I.A., I.R.S., etc.) never use abbreviations.
- Symbolic Abbreviations.
- Except for dollar signs, do not use (i.e., spell out percent-never use %).

### Serial Comma Use

- A serial comma is a comma placed after the second-to-the-last item in a list and before the and or or prior to the last item in a list ("chocolate, strawberry, and vanilla"). Always use it in a book. (Those of you who work in journalism or primarily read newspapers and magazines may not be used to its use; journalism uses the Associated Press Stylebook, which does not use the serial comma.)