Industry Canada Style Guide
for Writers and Editors

Communications and Marketing Branch

2002

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Aussi offert en français sous le titre *Guide de rédaction et de révision d'Industrie Canada.*

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PREFACE

The *Industry Canada Style Guide for Writers and Editors* is intended for Industry Canada Communications and Marketing Branch staff, contract and departmental writers, translators, editors and proofreaders, and anyone else in the Department who is preparing material for publication. It is designed to help produce publications that are clear and accurate, and adhere to a consistent style across the Department.

This is not a manual on how to write, nor is it meant to be an exhaustive style guide. It is a quick style and usage reference for busy people. The guide is divided into six major sections:

• Publishing Basics
• Typography
• Style and Grammar
• Format
• Numbers
• Resources and Tools

As the rules of style and usage are different in English and French, be sure to use the appropriate guide for your English- and French-language texts. For style and usage conventions for French texts, consult the *Guide de rédaction et de révision d'Industrie Canada*.

If you can't find what you are looking for here, or if you have any English-language style-related questions, please contact the numbers listed below.

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PUBLISHING BASICS

This section summarizes the fundamentals of Industry Canada publications. It defines a publication, offers some ground rules for style, and discusses reflecting diversity, official languages and how to check your facts.

I. WHAT IS A PUBLICATION?

As used in this style guide, a publication is any print or electronic product produced by Industry Canada for either internal or external audiences — everything from pamphlets to PDFs, from posters to CD-ROMs and from books to HTML texts. The idea behind this broad definition is that all departmental communications materials should demonstrate consistency in style and usage.

Note that correspondence (e-mails, memoranda, letters, etc.), speeches and media-related items (news releases, media advisories, backgrounders, etc.) are beyond the scope of this guide.

II. SOME GROUND RULES FOR STYLE

The *Industry Canada Style Guide for Writers and Editors* should be your first point of reference for style questions for departmental publications.

If you cannot find the answer to your question here, consult *The Canadian Style: A Guide to Writing and Editing* (see Suggested Reference Works).

Your primary source for spelling should be the *Gage Canadian Dictionary* (Gage Educational Publishing Company, 1997, revised and expanded edition). If you cannot find the word you're looking for there, consult *The Canadian Oxford Dictionary* (Oxford University Press, 2001).

A number of other excellent resources are described in Suggested Reference Works.

Departmental publications should be written in language that is clear, objective and readily understood by people with a wide range of reading abilities. According to the *Communications Policy of the Government of Canada*, members of the public have the right to ready access to information in which they are interested and to have it presented in plain language. Readers should never be hindered by confusion arising from badly constructed sentences, wrongly used words, contradictory thoughts, missing or inaccurate data in tables and figures, or annoying spelling mistakes.

III. REFLECTING DIVERSITY

The *Communications Policy of the Government of Canada* states that "institutions must ensure their publications and other communication materials depict the diverse nature of Canadian society in a fair, representative and inclusive manner."

Publications must respect the requirements of the *Canadian Multiculturalism Act* and take into account differences among and within the various regions of Canada.

IV. OFFICIAL LANGUAGES

Texts published in both official languages must be of comparable quality in both languages, and the message must be as clear in one language as in the other. The visual presentation must also be comparable, according to the logic of the language: same font and size of text characters, headings and subheadings; and same presentation of graphical elements.

For style and usage conventions for French texts, consult the *Guide de rédaction et de révision d'Industrie Canada*.

For more information on official languages, consult Appendix A of the *Federal Identity Program Policy* (**http://www.tbs-sct.gc.ca/Pubs_pol/sipubs/TB_FIP/fip-pcim_e.html**).

V. CHECKING YOUR FACTS

It is very important that all facts in material prepared for publication be checked for accuracy. Fact checking is one of the most time-consuming tasks in publishing. It involves verifying proper names of persons and organizations, addresses, titles, references to other publications, dates, page numbers, quotations, and sources for tables and figures. The best way for originators and writers to make sure the facts in a published text will be accurate is to photocopy the original source material when they are compiling it, note the date and the name and phone number of the compiler for reference, and submit the supporting documentation along with the manuscript for publication.

The entire fact-checking exercise has to be repeated for the translation of the text. It is far easier for the originator or writer to photocopy both the English and the French source material at the time the facts are compiled than to try to retrieve that information later. Note especially whether the names of policies, programs, associations or organizations exist in both official languages or in just one. Do not give unofficial translations as this will only mislead the translators, editors and proofreaders. Foreign names and references in particular should be checked carefully, because unfamiliar spellings are more difficult to catch.

TYPOGRAPHY

This section deals with some of the nitty-gritty details of the English language.

I. PUNCTUATION

Below you will find information on a few of the most commonly misused punctuation marks: the colon, the comma, dashes and the semicolon.

Here's something you might not know: in text, only one space should be used after a full stop (a period, colon, exclamation mark or question mark), not the two spaces that used to be standard for copy produced on a typewriter.

A. Colon

A colon may join two independent clauses if the second interprets or amplifies the first.

> The message was clear: do it right away or not at all.

The colon is primarily used to introduce a list, a quotation or declaration.

> A whittler has three requirements: a knife, a piece of wood and a back porch.
>
> I was reminded of a line by Bogart: "If she can stand it, I can. Play it!"

B. Comma

In a list, do not use a comma before the *and* unless one or more of the items also includes an *and*. In this case, a comma should be used for clarification.

> The most important election issues are taxation, patronage and government spending.
>
> The most important election issues are taxation, research and development, patronage, and government spending.

A comma is used to separate two main clauses in a compound sentence when they are joined by a coordinating conjunction (*and*, *but*, *or*, *not*, *yet* or *for*).

> Many public servants are excellent writers, but they still can benefit from the help of a good editor.

Commas are used to set off a phrase that is parenthetical (that amplifies or explains).

> His task, herculean by any standard, did not stop him.

C. Dashes

There are two kinds of dashes, neither of which should be confused with the hyphen. Both em dashes and en dashes are misused frequently, even though their proper uses are relatively clear.

Em dashes are used to set off a word or phrase that interrupts the flow of a sentence, such as an example, a clarification, an afterthought, or a startling revelation or bit of irony. The em dash is a very strong type of punctuation and should not be overused. In traditional typesetting, there is no space before or after the em dash; however, it is Industry Canada policy to set the em dash off with spaces for ease of reading.

> We still have a lot to do — plumbing, wiring and painting — before we can move into the new house.
>
> The extreme measures came too late — and cost too much.

In material destined for typesetting, it has long been the practice to type an em dash as two hyphens (--). This practice can now be discouraged, since both kinds of dashes can be produced with most word-processing software.

An **en dash** is approximately half the length of an em dash. It is used to separate two equal components of a compound word, and to join inclusive numbers such as subsequent years or page numbers.

> Canada–United States Free Trade Agreement
> doctor–patient relationship
> 1995–96
> pages 9–12

D. Semicolon

The semicolon is a stronger mark of punctuation than the comma. In general, it should be used sparingly.

The semicolon is used between two independent clauses that could stand as two sentences, but are connected because they relate closely to the same thought. In some cases, the semicolon may substitute for a conjunction, such as *but*.

> Making a plan didn't seem difficult; in reality, it was very time-consuming.

Semicolons are also used in lists, particularly if the elements in the list are long and complicated or contain internal punctuation (commas, for example).

> The Board of Directors recommended that remedial steps, whatever their cost, be taken immediately; that new methods based on real needs be devised; and that a long-term strategy be developed.

II. AMPERSAND

Using the ampersand (&) in titles, headings or the main body of text is a very dated practice and should be avoided.

The ampersand may be used in tables and figures where space is at a premium, and in corporate names, but only when it is part of a company's legal designation.

Ampersands are also commonly used in such colloquialisms as R&D (research and development) and S&T (science and technology). See Acronyms and Other Abbreviations for how to treat such abbreviated terms in your texts.

III. END-OF-LINE BREAKS

In general, a ragged right-hand margin eliminates the need to divide words. Some words may be divided between syllables in order to regularize the right-hand margin, but keep in mind that hyphenated words at the ends of many lines make reading difficult. The *Gage Canadian Dictionary* shows syllabification for all entries, and *The Canadian Style* (2.17) (see Suggested Reference Works) gives some useful guidelines for dividing words.

The following are some other common end-of-line rules:

• Avoid breaking and hyphenating proper names or foreign words set in italics.

• Avoid ending a line with a person's first name and starting the next line with his or her last name. Never put initials for given names at the end of one line and the last name on the next.

• Similarly, avoid ending a line with a numeral when the word it relates to follows on the next line; for example, *235* ending one line and *Queen Street* starting the next, or *25* ending one line and *kg* starting the next.

IV. HYPHENATION

In using hyphens, it is important to be consistent. To avoid confusion, make the *Gage Canadian Dictionary* your basic guide (although a few exceptions to *Gage* in Industry Canada style are included here).

Certain words will be hyphenated in one context, but not in another.

> I have listed decision making (*noun*) on my résumé as one of my strong assets.
>
> I am taking a course to improve my decision-making (*compound adjective*) ability.

Many compound words, whether made up of a prefix and a suffix or two independent words, do not take a hyphen unless the word is coined or has consecutive vowels that would cause confusion if not hyphenated. A few examples are:

> afterthought, antitrust, biannual, downtime, extrasensory, interregional, ironworker, prehistoric, postsecondary, semiconductor, substandard, superscript, upswing
> *but*
> socio-economic, anti-inflation

Hyphens should be used when prefixes and proper nouns are joined.

mid-July, pro-Canadian, pre-Christian,
trans-Canada, Trans-Canada Highway

But note certain words that have been established by long use or as corporate names.

transatlantic, subarctic
TransCanada PipeLines

Do not hyphenate *cooperate*, *cooperative*, *cooperation*, etc., and *coordinate*, *coordination*, etc. This is a departure from the *Gage Canadian Dictionary*. Note, however, that *co-operative* should be hyphenated when it refers to an association such as a *co-operative* financial institution (a *co-op*). As well, *Co-op*, when referring to the educational program, should be hyphenated.

Some words have a different meaning when a hyphen is inserted between the prefix and the root.

resolve *means to settle*	re-solve *means to solve again*
resign *means to quit*	re-sign *means to sign again*

If the distinction is not clear from the context, it is better to rewrite the sentence than to rely on hyphens for clarification.

Do not hyphenate if the meaning is immediately clear because of common usage.

acid rain threat
private sector participation
high technology conference

Hyphenate fractions written in full when used as adjectives. Do not hyphenate fractions written in full when used as nouns.

	a one-third share
	one-quarter inch
but	a quarter of an inch, three quarters of an inch,
	one third of the population

V.   ITALICS AND QUOTATION MARKS

Italic type and quotation marks are used to set off words and phrases, call attention to them or indicate their special status.

> Our "expert" witness admitted that he hadn't paid much attention to the incident.
>
> So what do *they* think of all this?

This practice should be employed sparingly. In general, emphasis should be conveyed through syntax and context, not typography.

Underlining, which some authors use frequently in headings or text, may be acceptable in drafts and unpublished material but should not appear in printed publications, or in electronic documents, as it may be mistaken for a link.

Italicize the titles of books, pamphlets, published reports and studies, films, most works of art (novels, plays, paintings, long musical compositions, and so on), newspapers, magazines and other periodicals.

Titles that should be enclosed in quotation marks include articles from newspapers and magazines, titles of lectures and papers, and radio and television programs. Other titles do not need quotation marks, such as the preface or chapter titles referred to elsewhere in the text of the same publication.

It is not necessary to italicize or put in quotation marks the names of Web sites, such as Strategis and ICWeb.

Italicize the complete names of acts, statutes and court cases.

> the *Official Languages Act*
> *Robson v. Chrysler Corporation*

Use italics for French or foreign words and phrases that are not considered to be Anglicized. Some common words and phrases that are considered to be Anglicized and that do not take italics are ad hoc, aide-de-camp, per capita, regime and sombrero. But italicize the following:

> *allegro non troppo*   *qamutik* (a wooden cargo sled, Inuktitut)
> *coup d'état*   *raison d'être*

In general, it is not necessary to italicize legal terms, especially familiar ones. While *The Canadian Style* (6.03) (see Suggested Reference Works) recommends italicizing legal terms, the trend today is to not do so for legal and other terms derived from foreign languages as the terms become more common, such as a priori, ex post facto and mea culpa.

Italicize letters and words that are being specifically singled out.

> Delete the second *and* from line 15.
>
> There is only one *s* in disappointment.

Italics may be used as one way to help vary different levels of headings in a text. They should be used consistently.

STYLE AND GRAMMAR

This section covers some basic grammar issues, as well as Industry Canada's style conventions (bold, italics, capitalization, etc.) for various elements that often appear in publications.

I. WORDS

Below you will find information on Industry Canada conventions for spelling, capitalization, acronyms and other abbreviations, and non-sexist language.

A. Spelling

Your primary source for spelling should be the *Gage Canadian Dictionary* (Gage Educational Publishing Company, 1997, revised and expanded edition). If you cannot find the word you're looking for there, consult *The Canadian Oxford Dictionary* (Oxford University Press, 2001).

When the dictionary shows two spellings for a word in the same entry, the first spelling listed is preferred. If different spellings of a word are given separate entries, use the spelling from the entry where the word is defined (the entry without a definition simply shows a variant of the word).

Consistency in spelling, the proper wording of special names and the like require careful attention. If the publication you are preparing is a long one and you are dealing with many specialized terms, it may be useful for you to compile your own short list of such frequently recurring terms for quick reference.

You should use the spell check feature on your word-processing software, but you will have to be aware of any instances where it differs from Industry Canada style.

B. Capitalization

Capitalize the complete and formal designations of governments, government departments and agencies, their organizational subdivisions at all levels (branches, divisions, directorates, etc.), boards and committees, and *the Crown* when it means the supreme governing authority. When short forms stand for the full title and are intended to carry its full force, they are usually capitalized.

> the Public Service Commission (the Commission, the PSC)
>
> the Department of the Environment *or* Environment Canada (the Department)
>
> the Public Affairs Section (the Section)
>
> the Communications and Marketing Branch (the Branch)
>
> *but*
>
> the Government of Canada, the Canadian government, the federal government, the provincial government, the government

Do not capitalize the plural forms of the words *government*, *department, division*, etc., even when the proper titles are given.

> Representatives from the departments of Finance, Environment and Human Resources Development were present.
>
> The governments of Canada and France took a similar position on the issue.

Avoid over-capitalizing other convenient short forms, such as *the program*, *the conference, the board*, *the committee*, etc.

> the 1999 Census (the census)

When used in a non-specific sense, when preceded by a possessive, demonstrative or other type of adjective, or when used adjectivally or in an adjectival form, short forms of any kind are written in lower case.

> This division has 60 employees.
> Our section held its monthly meeting yesterday.
> We have formed a committee to study the matter.
> The conference agenda was circulated ahead of time.

Capitalize the word *program* only when it is part of the official name.

> the Microelectronics and Systems Development Program
> *but*
> the Canada Scholarships program

Capitalize *Bachelor of Arts*, *Master of Science* and the names of other academic degrees and their abbreviations (MA, MSc, PhD). Non-specific references, such as *master's degree* and *doctoral level*, do not retain capital letters.

Unless it is part of the title of a specific document, the word *budget* should not be capitalized. It should also be lower case when modified, such as *the federal budget* or *the Quebec budget.*

Note that many acronyms, even though they are written in capital letters, are not capitalized when spelled out.

SMEs	*but*	small and medium-sized enterprises

Capitalize the terms *Arabic* and *Roman* when referring to numerals. In printing, however, *roman* (which is upright, as opposed to slanted or *italic* type) takes a lower-case *r*.

When referring to the descendants of the original inhabitants of Canada, capitalize the terms *Aboriginal*, *Native*, *Indigenous* and *First Nations*, whether used as nouns or adjectives. Always capitalize *Indians* (and *Treaty Indians*, *Status Indians, Non-Status Indians*, etc.), *Inuit* and *Métis*, as well as the names of specific groups such as *Iroquois*, *Cree* or *Tlingit*.

It is not necessary to capitalize the names of seasons, centuries or decades unless they are parts of proper names.

spring, summer	*but*	the Summer Games
the thirties		the Dirty Thirties
the 20th century		

Capitalize the names of countries, regions, cities and other official or specified political and geographical divisions and topographical features.

Canada	the Okanagan Valley
the Maritimes	the Six Nations Reserve
the Arctic	Lake Athabasca
New Brunswick	the Canadian Shield
Montréal	Canso Strait

Use *Arctic* when referring specifically to the geographic region. Do not capitalize it when using it generically as an adjective, as in *arctic* climate or *arctic* fox. Similarly:

the Antarctic	Antarctic tourism	*but*	antarctic weather
the Prairies	Prairie wheat farmers	*but*	prairie wildlife

Note subtle differences in meaning, as in:

Maritime businesses, *companies in the political region known as the Maritimes*
versus
maritime businesses, *those that are maritime in nature (fishing, shipping, etc.)*

Do not capitalize generic terms such as *city* or *province,* whether alone or with a proper noun, unless they are used in a corporate or legal sense.

	the city of Windsor
but	*Hargrave v. the City of Windsor*

In general, do not capitalize adjectives denoting compass points or similar descriptive terms unless they have political, historical or other connotations.

> the west coast of Canada, northeastern Alberta, southern Europe, northern Ontario
> *but*
> the West Coast (cultural region), the Eastern Townships (historical name), Northern Ontario (administrative region), Western nations, Western attitudes, the Northern Hemisphere, the Far East

Capitalize the *Third World* (noun) and *Third World* countries (adj).

It is Industry Canada policy to capitalize the following terms: Information Highway, Internet, Web site and World Wide Web. Popular usage, however, dictates that "electronic" terms such as *e-mail* and *e-commerce,* be lower case and hyphenated.

Some normal rules of capitalization may be ignored in company names.

C. Acronyms and Other Abbreviations

Strictly speaking, an *acronym* is a pronounceable word formed from the first letter or letters of a series of other words, such as NATO, CUSO or NORAD. *Initialisms*, such as RCMP, OECD and IDRC, do not form a pronounceable word.

In the body of the text, spell out the name in full on first usage, followed by the short form in parentheses. The short form may then be used as needed throughout the text. Do not provide a short form in parentheses after its full name if the short form is never used again within the text.

Avoid using acronyms or initialisms in titles, headings and subheadings. If you must use an acronym or initialism in a heading or subheading, make sure it has been spelled out in full earlier in the text.

Never assume that all readers will be familiar with the short forms you are using. However, some are so familiar (RCMP, UN) that virtually all readers will instantly recognize them. In these cases, use the acronym or initialism on first reference followed by the full name in parentheses.

In a long text that may not be read from cover to cover, a short list of acronyms and other short forms is often used, placed at the beginning of the text (a longer list would be better placed at the end of the publication as a separate section after any appendixes, like a glossary). This makes a useful, quick reference. It may also be helpful to repeat a full name from time to time in the text, at the beginning of a new section, for example.

Acronyms are not usually preceded by the definite article. Initialisms may or may not be preceded by the definite article, and familiar usage should dictate which is preferable. The main consideration is that usage be consistent throughout the text.

| the RCMP | *but* | PCO (Privy Council Office) |
| the NRC (National Research Council) | | CPR (cardiopulmonary resuscitation) |

Many government programs are represented by acronyms or initialisms ending with a P (for example, DIPP for the Defence Industry Productivity Program). It is redundant to use the word *program* after these (for example, the DIPP program). You can either say *the DIPP* or vary the style by writing *the program* in place of the short form.

Note that abbreviations that are all caps or end in a capital letter do not need periods between each letter.

RCMP, YMCA, PoW

Exceptions are geographical names.

P.E.I., B.C., N.W.T., U.S.

The use of abbreviations for place names varies, so check reliable sources. See also Geographical Names.

| Saint John, N.B. | Ste-Anne-de-Bellevue, Que. |
| St. John's, Nfld. | Sault Ste. Marie, Ont. |

Canada Post abbreviations for provinces and territories are used only in mailing addresses. Use the traditional abbreviations for all other purposes. In normal prose, these names are ordinarily spelled out in full, although they may be abbreviated when they follow the name of a city, town, village or geographical feature. The two types of abbreviations are:

	Canada Post	**Traditional**
Alberta	AB	Alta.
British Columbia	BC	B.C.
Manitoba	MB	Man.

	Canada Post	Traditional
New Brunswick	NB	N.B.
Newfoundland and Labrador	NF	Nfld.*
Northwest Territories	NT	N.W.T.
Nova Scotia	NS	N.S.
Nunavut	NU	—**
Ontario	ON	Ont.
Prince Edward Island	PE	P.E.I.
Quebec	QC	Que.
Saskatchewan	SK	Sask.
Yukon Territory	YT	Y.T.

*At the time of publication, a new traditional abbreviation for Newfoundland and Labrador had not as yet been adopted. The Canada Post abbreviation remains unchanged.

**At the time of publication, an official abbreviation for Nunavut had not as yet been adopted.

Abbreviations using capital letters are made plural by adding a lower-case *s*.

ADMs, MPs, SINs

However, lower-case abbreviations need an apostrophe to avoid ambiguity, as with *c.o.d.'s*.

The plurals of some abbreviations, particularly in references, are not formed by merely adding an *s*.

p. *for page*   *but*   pp. *for pages*

Abbreviations for educational degrees generally do not take periods (such as PhD, MA, BSc, MSc). The abbreviations *Mr.*, *Mrs.* and *Ms.* take periods.

Some Latin abbreviations require a period after each letter, since each letter is an abbreviation of a longer word.

> i.e. (*id est*, meaning *that is*)
> e.g. (*exempli gratia*, meaning *for example*)
> *but* et al. (*et alia*, meaning *and others* — no period after *et* because it is a whole word)

Put a comma before and after *i.e.* and *e.g.*, unless they begin a passage or phrase in parentheses, in which case no punctuation is needed other than the two periods.

Please specify the types of publishing products (e.g. brochures, pamphlets, reports) your branch will be producing this year.

Old style typefaces, e.g., Garamond, Bembo and Sabon, can be used for both text and display.

The characters at positions zero through 127 (i.e. the standard keyboard characters) are sometimes referred to as 7-bit ASCII characters.

For body text, i.e., text that is meant to be read continuously, serif typefaces are sometimes easier to read than sans serif typefaces.

Note that these two abbreviations are frequently overused, when the words *for example* and *that is* would sound and read much better. Similarly, the abbreviation *etc.* (for *and so forth*) is often used simply to cover up an incomplete thought.

Avoid unnecessary abbreviations such as *No.* or *2nd*.

In general, there is nothing wrong with using the full or longer form of a word or name, even if it is used frequently in a text. More often than not, the space you save by attempts to abbreviate is negligible, and you may sacrifice clarity in the process.

ADDITIONAL INFORMATION

- The WorldWideWeb Acronym and Abbreviation Server (**http://www.ucc.ie/info/net/acronyms**) allows users to search for acronyms and their definitions.

- *Acronyms, Initialisms & Abbreviations Dictionary* (24th edition, Gale Research, Detroit, 1997, Mary Rose Bonk, ed.), a three-volume set, includes thousands of terms (mostly U.S., but also including thousands of Canadian and British terms) in subject areas such as aerospace, associations, banking, business, data processing, domestic and international affairs, electronics, government, information technology, science, telecommunications, trade, and transportation.

- *The Canadian Dictionary of Abbreviations* (2nd edition, ECW Press, Toronto, 1994, Thérèse Dobroslavic) contains approximately 18 000 English- and French-language abbreviations, initialisms and acronyms commonly used in Canada.

- ***International Acronyms, Initialisms & Abbreviations Dictionary*** (4th edition, Gale Research, Detroit, 1997, Jennifer Mossman, ed.) includes more than 150 000 terms covering areas such as associations, business and trade, communication, foreign and international affairs, government, military affairs, politics, research centres, science, and transportation. Canadian terms are not included unless they have international significance. More than 150 countries are represented.

D. Non-Sexist Language

The use of non-sexist language has become standard in formal communication. It bears repeating, however, that words, actions and graphic material that assign roles or characteristics to people solely on the basis of their gender have no place in Industry Canada publications. There are no hard and fast rules concerning gender bias, and most cases call for a certain amount of good judgment.

Gratuitous and otherwise inappropriate references to gender can be avoided through a better choice of words.

instead of	manpower	*say*	human resources
	chairman		chair
	spokesman		spokesperson
	waiter or waitress		server

Though frequently used in texts for the sake of politeness, designations such as *Mrs.*, *Ms.* or *Mr.*, as well as *Dr.*, are not usually necessary in lists of names. If it is important to indicate academic or professional qualifications, treat all names equally.

Samuel Sewell, BA
Mary Sarton, PhD
Michel Lalonde, MA

Take care in using pronouns. Avoid using the masculine pronoun *he* or *his* when referring generically to any person.

instead of	Each manager must prepare his own work plan.
say (best)	All managers must prepare their own work plans.
or	Each manager must prepare his or her own work plan.
or (passive)	Work plans must be prepared by each manager.

II. NAMES

Below you will find information on how to treat various kinds of names in your texts: companies and associations, geographical names, government departments and agencies, and titles of office or rank.

A. Companies and Associations

Confirm all company and association names cited. Many organizations have names that differ only slightly from each other, such as *Camco Inc.* and *Cameco*. The best way to verify a name is to consult the organization itself. The Industry Canada library (**http://biblio.ic.gc.ca**) is another excellent source of such information, with many business indexes available on-site (at 235 Queen Street, 3rd Floor, West Tower, in Ottawa) and on-line on their intranet site.

You should follow these general guidelines when citing corporate names in Industry Canada publications.

Use abbreviations such as *Ltd.* and *Inc.*, but avoid *Bros.*, *Assoc.*, *Co.* and *Corp.*, especially in the main body of text. *Ltd.* and *Inc.* are ordinarily spelled out only when the full legal name of the firm must be shown.

In text, it is best to use a conventional name without abbreviation, as in *Thomas Reynolds and Company*, though you may drop the *Ltd.* and *Inc.* You can use *Thomas Reynolds and Co.* in notes, bibliographies or other lists, but do it consistently.

Some companies are commonly known by an acronym or initials. Generally, the first time a company is mentioned in a text, you should use its full name. Thereafter, you may use its more common label. In abbreviated names made up of syllables or some other part of the name rather than initials, only the first letter is capitalized.

RCA	Inco (International Nickel Company)
IBM	Stelco (Steel Company of Canada, Ltd.)
CTV	Nabisco (National Biscuit Company)

Use the corporate name in the style preferred by the company. This usually means that normal rules of punctuation, capitalization and typography are followed, but if the company uses a non-standard style, try to respect its preference.

DirecTV
TransCanada PipeLines

Do not worry about trying to duplicate special characters used in the legal name or trademark of some companies. Unless your text is a legal document, the main consideration is that the name be instantly recognizable and used consistently in your text.

Use an ampersand (&) or other unusual typographical symbol only if it is part of the company's legal name.

Where official English versions of French corporate names exist, they should be used. If there is no English version, however, then the French name should be used without translation and without any special treatment such as italics. If you include an unofficial translation with the French name, put it in parentheses and do not capitalize it; this will indicate that it is not a legally recognized company name.

Capitalize the brand names of manufactured products (for example, *Fibreglas*, *Prozac*, *Apple*), but not informal generic nouns (such as *fibreglass*, *aspirin*, *photostat*). However, avoid using brand names as generic nouns whenever possible. For example, write *photocopy* rather than *Xerox*, and *adhesive tape* rather than *Scotch tape*.

B. Geographical Names

The Canadian Permanent Committee on Geographical Names (CPCGN), an agency of Natural Resources Canada, develops standard policies for geographical naming in Canada and maintains the national database (**http://geonames.nrcan.gc.ca**) of officially recognized geographical names to be used on federal government maps. In general, these name forms should also be used in Industry Canada publications.

While French place names in Canada generally retain their accents in English texts, there are some legitimate exceptions. These are the 81 names of pan-Canadian significance as recognized by the CPCGN and Treasury Board Secretariat, and they are listed in *The Canadian Style* (Chapter 15) (see Suggested Reference Works).

A few items to note: *Quebec*, when referring to the province, does not take an accent. When referring to the city, however, *Québec* requires an accent. Also, the city of *Montréal* should always be written with an accent.

For the correct forms of abbreviations, capitalization, etc., in geographical names, see also Acronyms and Other Abbreviations and Capitalization.

ADDITIONAL INFORMATION

- The Topos sur le Web (**http://www.toponymie.gouv.qc.ca/topos.htm**) databank of the Commission de toponymie du Québec is updated monthly and provides information on more than 236 000 place names in Quebec. The origins and meanings of more than 22 000 place names are also provided. (Site available in French only.)

C. Government Departments and Agencies

Be sure to verify that the names of the government departments and agencies you mention in your text are correct, as they change frequently. Many Canadian federal departments have both an official (legal) name and an applied name — Department of Industry and Industry Canada, for example — and you should use one or the other. Applied names are preferred in most Industry Canada publications.

Treasury Board Secretariat manages the Federal Identity Program (FIP), which includes the use of applied names for federal government departments and agencies in both official languages. Information on FIP may be found on the Treasury Board Secretariat Web site (**http://www.tbs-sct.gc.ca**). You can also confirm federal department and agency names on their individual Web sites. All are accessible through the official Government of Canada site (**http://www.canada.gc.ca**).

Never simply translate names of government departments and agencies yourself, for the results could be misleading to the translator and editor as well as to the reader.

For more information, see Government Information.

D. Titles of Office or Rank

On first reference in a text, give the person's full name and title. On subsequent references, you may use a convenient short form.

The Right Honourable Jean Chrétien, Prime Minister of Canada	Prime Minister Chrétien
Allan Rock, Minister of Industry	Minister Rock

III. CONTACT INFORMATION

Use the following order and style for addresses: name, title, organization, room or suite or floor, building, street address, post office box and station, city, province or territory, postal code and country (international). Note that for addresses within Canada, Canada Post prefers the city, province or territory, and postal code to be on one line, with two spaces between the provincial or territorial abbreviation and the postal code.

In publications for Canadian readers	In publications for an international audience
Charlotte Webb	Charlotte Webb
Marketing Director	Marketing Director
Fantastic Graphics Ltd.	Fantastic Graphics Ltd.
Suite 306, East Tower	Suite 306, East Tower
Grimsby Building	Grimsby Building
659 Commercial Avenue	659 Commercial Avenue
P.O. Box 3382, Station C	P.O. Box 3382, Station C
Toronto ON M2L 1H5	Toronto ON M2L 1H5
	Canada

Telephone and fax numbers are presented as follows:

Toll-free: 1 800 807-7776
Tel.: (613) 995-8900
Cell.: (613) 995-8901
Fax: (613) 952-9620

E-mail and Web site addresses may be included in contact information. They are presented as follows:

E-mail: **cweb@fgl.com**
Web site: **www.fgl.com**

See also E-mail and Web Site Addresses, for how to refer to e-mail and Web site addresses within text, and similar guidelines.

Position titles only, not the personal names of public servants, should be used in contact information. When names must be included, avoid using titles (including Mr., Mrs., Ms., etc.); their usage could be sexist or inconsistent. Check with the addressee for the correct and preferred form of a name: Jack, John or J. E., for example.

ADDITIONAL INFORMATION

- The Industry Canada Telephone Directory is available through Lotus Notes. From ICAN's main menu, click on "ETD: Electronic Telephone Directory," then open the "People" directory under the "Electronic Telephone Directory" heading. This database also includes a view of the organizational structure of the Department (including branch names) and the employees who work in each section. Alternatively, you can access the IC Telephone Directory from the Departmental Site (**http://www.ic.gc.ca**) on the Internet. From the main menu, click on "Contact Information" on the left navigation bar, then on "Telephone Directory" from the expanded list.

- Telephone Directories on the Web (**http://www.teldir.com**) provides links to a large number of on-line telephone, fax, e-mail and business directories from around the world.

- Government Electronic Directory Services (GEDS) Direct500 (**http://direct.srv.gc.ca/cgi-bin/direct500/HE**), maintained by Public Works and Government Services Canada, provides a directory listing of all federal public servants organized by department name.

- Canada411 (**http://canada411.sympatico.ca**) supplies more than 12 million telephone numbers and addresses (including postal codes) of Canadian residential and business listings from participating telephone companies from across the country. The site allows searches by a person's name or business name.

- On the Canada Post (**http://www.canadapost.ca**) site, you can search for Canadian postal codes. Alternatively, you can consult the ***Canada Postal Code Directory*** **(2 vols.)** (Canada Post Corporation, Ottawa, 1999) in any post office.

- Westminster: Canadian Postal Code Lookup (**http://www.westminster.ca**) provides postal codes for Canadian mailing addresses. Users can also search for American zip codes. Follow the links for "Canadian Postal Code Lookup" or "American Zip Code Lookup."

- ZIP+4 Code Look-up (**http://www.usps.gov**) is the official United States Postal Service site. Alternatively, you can consult the ***National Five-Digit ZIP Code and Post Office Directory*** **(2 vols.)** (United States Postal Service, Washington, D.C., 2000) for U.S. zip codes.

- Frequently used telephone area codes can be found in the front pages of the Bell Canada telephone book. Information on new area codes is available on the Bell Canada Web site. (**http://www.bell.ca**)

IV. E-MAIL AND WEB SITE ADDRESSES

E-mail and Web site addresses, when cited in texts and lists, require particular attention so that there is no confusion about what the exact components of the addresses are.

E-mail and Web site addresses should stand out from the text surrounding them. For example, if the text is in regular, lightface type, put the address in boldface. Conversely, if the surrounding text is in boldface, put the address in lightface. Be careful that punctuation immediately following an address, such as a period, is not construed as being part of it. In most cases, terminal punctuation may be omitted. If an address occurs in the middle of a sentence, enclose it in parentheses.

E-mail: **cam.graphic@bd.com**

This publication and other Advisory Council documents related to the
Information Highway can be obtained by contacting: **council@ic.gc.ca**

Web site: **www.schoolnet.ca**

A group of freelancers launched Stale (**www.stale.com**), a parody of the Web
magazine Slate.

Always be sure to follow the proper upper and lower cases in e-mail and Web site addresses.

Whether or not "www" appears at the beginning of a Web site address depends entirely on
whether or not it is part of the actual URL. Many times, sites will be set up with "aliases" so that
if a person mistakenly puts it in when it doesn't belong or takes it out when it does, they can still
get to the site. In any case, only one official URL of a site should be marketed consistently in all
media.

Now that Web site addresses are more commonplace and recognizable to the general public, and
Web browsers will accept URLs without the "http://" signifiers, it is no longer absolutely
necessary to include it. Do not hesitate to keep it in, however, if there is the potential for
confusion (for example, if "www" does not appear at the beginning of the URL).

Avoid splitting an e-mail or Web site address so that part of it winds up on the next line; keep it
all together if possible. If you must break it, do not use a hyphen as you would with a word. The
best way to deal with a long address is to break it at an appropriate spot and simply continue it
on the next line. If the address is in a list or a tight space in a table, continue it on the next line,
but indent the second line.

in ongoing text	**http://www.longaddress.toolong/willnotfit.** **secondline.ca**
in a list	**http://www.longaddress.toolong/willnotfit.** **secondline.ca**

The names of Web sites do not need to be in italics or quotation marks, but they should be
capitalized.

For more information, consult the Aboriginal Business Canada Web site.

Industry Canada's Strategis contains extensive business and consumer
information.

ADDITIONAL INFORMATION

- Bigfoot (**http://www.bigfoot.com**)

- InfoSpace (**http://www.infospace.com**)

- Yahoo People Search (**http://people.yahoo.com**)

V. DATES

The preferred style for dates is to write the month and day (number), followed by a comma, then the year. The day followed by the month and year is also acceptable, but in this case no comma is needed. In either case, if you wish to name the day, it too must be followed by a comma. If no day is referred to by name or number, no comma is necessary.

March 12, 2002	*or*	12 March 2002
Tuesday, March 12, 2002	*or*	Tuesday, 12 March 2002
March 2002	*not*	March 12th, 2002

In text, if the order is month-day-year, the year should be followed by a comma. If the order is day-month-year, no commas are needed.

January 1, 1986, marked the beginning of a new era.
The meeting of 12 March 2001 did little to ease tensions.

In text, always spell out the names of months and days of the week. They may be abbreviated in tables, figures or other graphic elements, and also in references or notes, although in many cases there is no need to do so.

Consecutive years should be separated with an en dash or a hyphen rather than an oblique (/), with no spaces before or after the en dash or hyphen. The two digits for the century need not be repeated for the second year if the century remains the same.

2001–02 *en dash*	*or*	2001-02 *hyphen*
1999–2000	*not*	1999–00

When referring to a decade in numeral form, do not put an apostrophe between the last digit and the *s*. If you spell out the decade, it is not necessary to capitalize it, unless you are using it as a proper name.

the 1920s	*not*	the 1920's
the twenties	*but*	the Roaring Twenties

VI. LAWS AND LEGAL REFERENCES

Errors are frequently made when referring to legal matters. This is not surprising since they are technical and to some extent require specialized language and a particular manner of referencing. The following are some basic rules.

Capitalize the full names of proclaimed laws, treaties, important legal codes, court cases and historic documents. Italicize the complete names of acts, statutes and court cases.

the *Food and Drugs Act*	*on second reference* the Act
the Criminal Code	*on second reference* the Code
the Constitution (of Canada), the U.S. Constitution	
Order-in-Council P.C. 1351	
MacLaren v. the Province of Ontario	
the Magna Carta	

Do not capitalize or italicize proposed or hypothetical laws. Capitalize *bill* only when the full name is given.

a proposed language act		
a price-control bill	*but*	Bill C-1006

Capitalize *the Court* when it means "the judge."

	The Court awarded damages to Mr. Smith.
but	The court was in session.

ADDITIONAL INFORMATION

- The Department of Justice Canada site (**http://canada.justice.gc.ca**) contains the entire text of all Canadian government acts. From the site's main menu, select the link for "Canadian Justice System," then "Laws of Canada." There, you will find links to the Consolidated Statutes and Regulations of Canada, the Criminal Code, Canadian constitutional texts, as well as the Table of Public Statutes.

- The Parliament of Canada site (**http://www.parl.gc.ca**) contains the full text of all bills before the House, lists of members and senators, and useful Parliamentary information.

- Published annually, *Annual Statutes of Canada* (**http://laws.justice.gc.ca/en/ann_stat.html**) (Queen's Printer for Canada, Ottawa) contains the full text of the acts of Parliament passed during the previous year. The print version also contains complete lists of the English and French titles of all Canadian federal acts.

- *Table of Public Statutes — Table of Acts and Responsible Ministers*
  (**http://laws.justice.gc.ca/en/publaw/index.html**) (Department of Justice Canada,
  Ottawa) is produced by the Department of Justice Canada and is updated three times a
  year (December, April and August). It contains a complete listing of the English and
  French titles of all public statutes since 1907.

VII. QUOTATIONS

Enclose periods and commas within quotation marks, with other punctuation marks inside or
outside depending on whether they are part of the original quotation. Never use more than one
punctuation mark to end a quotation.

	John said, "How will I ever be able to finish all this by Friday?"
but	Did he say "I will finish it by Friday"?

A quotation used as part of another sentence should be punctuated to conform to the structure
of the sentence as a whole.

original	We outsold all competitors.
quoted	He said they "outsold all competitors," but I think he was exaggerating.

A quotation within a quotation should be enclosed in single quotation marks. If a single and
double quotation mark appear beside each other, leave a space between them.

> He said, "They told me 'The job is yours.' "

For quotations that are more than 50 words or five lines long, it is often preferable to use a
block format, indenting the entire quotation and separating it from the main text with a line
space before and after it. In this format, the quoted text usually does not need to be enclosed
in quotation marks. If a block quotation is very long, it may be preferable to put it in smaller
type.

Omissions in quoted material are indicated by ellipsis points, three dots separated by a space
from each other as well as from the preceding and following text.

To indicate an omission in the middle of a sentence, simply use the ellipsis points:

original quotation	Commitments for public housing were significantly higher than in previous years and totalled $244.4 million in 1978.
quotation with omission	According to the report, "commitments for public housing . . . totalled $244.4 million in 1978."

To indicate an omission of the last part of a quoted sentence, use the ellipsis points to mark the omission, then insert a period to indicate the end of the sentence. Note in the following example that another whole sentence as well has been omitted.

original quotation	The Canadian committee system is much less effective than it could be because of the high rate of substitutions and turnover permitted. Much of the problem with the Canadian committee system is that membership turnover is so high that few committees ever develop the continuity, expertise and mutual trust that make a committee effective. A change of attitudes and habits is required and we suggest a new parliamentary convention that committee membership be stable.
quotation with omissions	The Canadian committee system is much less effective than it could be because of the high rate of substitutions . . . . A change of attitudes and habits is required and we suggest a new parliamentary convention that committee membership be stable.

To indicate an omission of the first part of a sentence, end the previous sentence with a period as usual, then insert the ellipsis points to mark the omission. Note that the first letter after the ellipsis should be capitalized, even if it did not begin a sentence in the original quotation.

quotation with omissions	The Canadian committee system is much less effective than it could be because of the high rate of substitutions and turnover permitted. . . . We suggest a new parliamentary convention that committee membership be stable.

If you add anything to quoted material for the purposes of explanation or clarification, enclose what you add in square brackets.

"We foresaw *little* change in their environmental policies" [*emphasis added*].   "We foresaw no change in [American] environmental policies."

FORMAT

This section answers your questions about how to organize and format your document.

I. WHAT'S UP FRONT

The traditional organization of a book provides the logical model for the format of numerous other types of publications. For book publishing, the *Chicago Manual of Style* (University of Chicago Press, 1993, 14th edition) has long been considered an indispensable reference tool by editors, academics and educators internationally.

Books normally include some or all of the following components up front, usually presented in this order: cover, title page, copyright page (samples), acknowledgments, preface or foreword or introduction, contents page and a list of tables and figures. Not every publication will have all of these elements.

A. Cover

Covers always contain the title of the publication, either printed directly on the cover or showing through a die-cut in the cover.

The cover also presents the corporate "look" of the publication. At Industry Canada, this look normally includes Federal Identity Program (FIP) and departmental corporate identity symbols. The cover must not display any identifying symbols other than those approved by the Deputy Minister and Treasury Board Secretariat. For information on which symbols are required in different contexts, as well as a list of symbols approved by Treasury Board Secretariat, refer to the Graphic Standards section of the Publishing Toolbox.

For short publications, such as brochures, pamphlets and flyers, the first panel or page is considered the cover.

There is more flexibility regarding FIP guidelines for documents written by expert panels, advisory boards, etc., composed entirely of volunteers from the private sector, and published by Industry Canada.

B. Title Page

In book format, the title page is usually the first right-hand page following the cover. It must include the following:

- the title of the publication; and

- the date of publication (month — optional; year — mandatory).

The title page may also include the name of the responsible branch, and the sector, if applicable.

Normally, corporate identity symbols do not appear on the title page.

C. Copyright Page

In books, a permission to reproduce notice and other related information usually appear on the back of the title page (the copyright page). Book-format Industry Canada publications should carry the following elements in the following order on the copyright page:

- message regarding availability in multiple formats;

- contact information for obtaining additional copies of the publication;

- message regarding availability of the publication in electronic formats, if applicable;

- permission to reproduce notice;

- special copyright messages, as applicable;

- generic copyright message, if required;

- Public Works and Government Services Canada (PWGSC) catalogue number, and International Standard Book Number (ISBN) or International Standard Serial Number (ISSN);

- Industry Canada registration number;

- message regarding availability of the publication in French, in the case of separate English and French versions (unnecessary for bilingual publications);

- cataloguing in publication (CIP) information, if applicable; and

- Printed-in-Canada logo and Möbius Loop, if applicable.

Short publications, such as brochures, pamphlets and flyers, usually include only the PWGSC catalogue number, ISBN or ISSN, Industry Canada registration number, and Printed-in-Canada and recycling logos. These normally appear on the final panel or page.

Electronic publications (HTML and PDF) should carry the same information as would appear on the copyright page of printed publications, with certain exceptions as outlined below.

Consult the sample copyright pages provided. These samples show the page content only; font sizes will vary depending on the design of individual publications.

1. *Multiple Formats*

Industry Canada provides its publications in multiple formats (e.g. braille, large print editions or audio cassettes) on demand. To make this known, the following information, modified as necessary, should appear on the copyright page:

> This publication is available upon request in multiple formats.
> Contact the Information Distribution Centre at the numbers listed below.

The *Industry Canada Production Guide* has more information on providing publications in multiple formats.

2. *Additional Copies*

The following message should appear on the copyright page, modified as necessary:

> For additional copies of this publication, please contact:
>
> Information Distribution Centre
> Communications and Marketing Branch
> Industry Canada
> Room 268D, West Tower
> 235 Queen Street
> Ottawa ON K1A 0H5
>
> Tel.: (613) 947-7466
> Fax: (613) 954-6436
> E-mail: **publications@ic.gc.ca**

In electronic publications, this message should be modified to read: "For a print copy of this publication, please contact . . ." as applicable.

3. Electronic Formats

Include the following message on the copyright page of print documents that will be posted on the Web:

> This publication is also available electronically on the World Wide Web at the following address:
> **http://www.insertaddresshere.ca**

In HTML publications, this message is unnecessary, as the user consulting the publication is already at that address.

IMPORTANT: Various policies and guidelines cover authors' rights and the reproduction of Crown-copyrighted works. More information about copyright may be found in the *Industry Canada Production Guide*.

4. Permission to Reproduce

For publications aimed at the general public, the Department wants the widest possible distribution, without the need for any paperwork to obtain permissions. To encourage such use, include the following permission to reproduce notice on the copyright page:

> **Permission to Reproduce**
> Except as otherwise specifically noted, the information in this publication may be reproduced, in part or in whole and by any means, without charge or further permission from Industry Canada, provided that due diligence is exercised in ensuring the accuracy of the information reproduced; that Industry Canada is identified as the source institution; and that the reproduction is not represented as an official version of the information reproduced, nor as having been made in affiliation with, or with the endorsement of, Industry Canada.
>
> For permission to reproduce the information in this publication for commercial redistribution, please e-mail: **copyright.droitdauteur@communication.gc.ca**

In HTML publications, a permission to reproduce notice is not necessary, as this is usually already covered in the "Important Notices" section of the site on which the publication will appear.

In some cases (for example, when a document relies heavily on citations from other sources), reproduction of a publication is not to be encouraged. In such cases, use the following notice instead:

> Reproduction of this publication is prohibited without the express consent of the various sources cited.

5. *Special Copyright Messages*

In some Industry Canada publications, brief acknowledgment messages are included on the copyright page. These messages usually relate to specific copyright issues.

Individual authors have the right to have their name associated with their work, whether or not they also hold the copyright. However, as a general rule, authors' names should not be mentioned on Industry Canada publications prepared by public servants in the course of their duties. When an author's name is to appear, the copyright page should carry a notice similar to the following example:

> Prepared for Industry Canada by Professor John McEnroe,
> Scarborough College, University of Toronto.

Authored material that offers some conclusions or evaluations should bear the following note in a prominent place immediately below the author's name in a scholarly work, or on the title page of symposium papers or reports containing chapters written by named private sector persons:

> Opinions and statements in the publication attributed to named authors do not necessarily reflect the policy of Industry Canada or the Government of Canada.

Co-publishing is an alternative method of disseminating information. In this case, the Department doesn't publish the document itself but gives a contribution to an association or other agency to do so, thus losing its claim to copyright. The Department's interests can be protected by requiring that the recipient organization include the following note in a prominent place in its publication, such as the copyright page:

> **Acknowledgment**
> Financial support from Industry Canada to conduct the research on which this report is based is gratefully acknowledged.

In such cases, it is important to ensure that readers do not construe any of the expressed conclusions or views as official government policy. This may be accomplished by printing the following disclaimer:

> The views expressed in this report are not necessarily those of Industry Canada or of the Government of Canada.

6. Generic Copyright Message

It is not necessary to include a Crown copyright notice in federal government publications because, with or without it, works are copyright protected. However, if, in exceptional circumstances, it is necessary to specify that the Crown holds the copyright, the following notice should appear:

> © Industry Canada, 2002

7. Catalogue Number, ISBN, ISSN

The following format should be used for the catalogue number and ISBN or ISSN:

> Cat. No. C1-10/2002E   Cat. No. C1-8/2002
> ISBN 0-662-25153-9   ISSN 0315-4352

As a general rule, each format of a publication (print, PDF, HTML, CD-ROM, braille, large print, etc.) gets its own catalogue number and ISBN or ISSN. For more information, consult the *Industry Canada Production Guide*.

8. Industry Canada Registration Number

The Industry Canada registration number appears in the following format:

> 51364B (bilingual publication)
> 52879E (English-only publication)
> 52879F (French-only publication)

If a print version of a publication has already been produced, there is no need to obtain a new Industry Canada registration number for subsequent electronic versions — the number remains the same. For more information, consult the *Industry Canada Production Guide*.

9. Availability in French

If the publication is a bilingual one, no message regarding availability in French is necessary. If separate English and French editions are issued, a message in the following format should appear in the English edition:

> Aussi offert en français sous le titre *French publication title in italics*.

In HTML publications, an availability in French clause is not necessary, as government Web sites contain "Français" buttons that will automatically take the user to the equivalent French page.

In PDF publications, an availability in French clause should always be included, since English and French editions are always posted as separate PDF files.

10. Cataloguing in Publication Information

Cataloguing in Publication (CIP) information rarely appears on Industry Canada publications; it is most often placed on priced publications. It is intended to assist libraries in cataloguing the publication. CIP records are created and arranged according to internationally accepted standards; therefore, when they are to be included, they must appear in their entirety, without any alterations to sequence, punctuation, capitalization or spacing.

11. Printed-in-Canada Logo and Möbius Loop

The Printed-in-Canada logo and Möbius Loop (used for recycled content disclosure) should be applied as appropriate at the bottom of the copyright page. These symbols appear as follows:

X% recycled material

When the Möbius Loop is used, it must include the percentage of recycled content by weight either within the symbol or as an accompanying statement. It is assumed that the recycled components are "post-use" materials. If no qualifying information about recycled content is placed in or near the Möbius Loop symbol, then the claim will be interpreted to mean that the product is composed of 100 percent recycled post-use material.

In electronic publications, the Printed-in-Canada logo and Möbius Loop are unnecessary.

Sample Copyright Page — Book-Format Publications

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Industry Canada
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Ottawa ON K1A 0H5

Tel.: (613) 947-7466
Fax: (613) 954-6436
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Cat. No. CX-XX/2002E
ISBN 0-XXX-XXXXX-X
XXXXXE

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Aussi offert en français sous le titre *French publication title in italics*.

50% recycled material

Sample Copyright Page — Short Publications

Cat. No. CX-XX/2002E
ISBN 0-XXX-XXXXX-X
XXXXXE

[For publications produced separately in English and French, add the following:]
Aussi offert en français sous le titre *French publication title in italics*.

50% recycled material

Sample Copyright Page — HTML Publications

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Communications and Marketing Branch
Industry Canada
Room 268D, West Tower
235 Queen Street
Ottawa ON K1A 0H5

Tel.: (613) 947-7466
Fax: (613) 954-6436
E-mail: **publications@ic.gc.ca**

Cat. No. CX-XX/2002E-IN1
ISBN 0-XXX-XXXXX-X
XXXXXE

Sample Copyright Page — **PDF Publications**

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For a print copy of this publication, please contact:

Information Distribution Centre
Communications and Marketing Branch
Industry Canada
Room 268D, West Tower
235 Queen Street
Ottawa ON K1A 0H5

Tel.: (613) 947-7466
Fax: (613) 954-6436
E-mail: **publications@ic.gc.ca**

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Cat. No. CX-XX/2002E-IN2
ISBN 0-XXX-XXXXX-X
XXXXXE

[For PDF publications, always include the availability in French clause:]
Aussi offert en français sous le titre *French publication title in italics*.

D. Acknowledgments

This page should not identify individual public servants. However, it may acknowledge the contributions of any special committees or thank all those who assisted in preparing the publication. It may also express appreciation for some individual sources of information, even though a discussion of information sources may subsequently be part of a preface, foreword or introduction to the publication. In some cases, particularly in shorter publications, brief acknowledgments may be included on the copyright page.

E. Preface, Foreword and Introduction

An author's *preface* introduces the publication, states its purpose, and may explain the author's methods of research and offer brief acknowledgments (if these are extensive, they may be given on a separate acknowledgments page).

A *foreword* is usually written by someone other than the author, perhaps to state why the publication is a good one to read or consult. In many departmental publications, the foreword takes the form of a minister's message, in which case it would be the first printed right-hand page following the copyright page.

An *introduction* can be relatively brief, in which case it may be no different than a preface, included as part of the front matter. However, if the introduction is longer, giving historical background or otherwise establishing the context for what follows in the publication, it may constitute chapter one of the main text.

If the signature of the Minister of Industry, the Deputy Minister or a Minister or Secretary of State appears at the end of the preface, foreword or introduction, use the following signature block format:

Allan Rock
Minister of Industry

V. Peter Harder
Deputy Minister

Gerry Byrne
Minister of State
(Atlantic Canada Opportunities Agency)

Andy Mitchell
Secretary of State
(Rural Development)
(Federal Economic Development Initiative for Northern Ontario)

Rey Pagtakhan
Minister of Veterans Affairs and Secretary of State
(Science, Research and Development)

Claude Drouin
Secretary of State
(Economic Development Agency of Canada for the Regions of Quebec)

Stephen Owen
Secretary of State
(Western Economic Diversification)

F. Contents

Notice that the title is *Contents*. It is not necessary to say *Table of Contents*, nor is there any reason to write the word *Page* at the top of the column of page numbers. Avoid using a complicated system of numbering sections and subsections in the text; brief and appropriate headings are sufficient. Be sure the headings or chapter titles listed in the contents match those in the text.

Do not feel obliged to include every level of subheading in the contents, especially if there are many on one page, but be consistent; that is, include all of a particular level of headings or none. The contents should list main headings as well as appendixes, endnotes, bibliography, etc. A list of tables and figures is not usually necessary.

Be sure to check the page numbers on the contents page against those in the text every time revisions are made and at the final camera-ready stage.

G. List of Tables and Figures

Brief publications, especially if they have few graphic elements, do not need a list of tables and figures. In books and longer reports that contain a great many tables and figures, however, a list of these graphics will make it easier to find them and to refer to them in the text. A list of tables and figures can be included as part of the contents page. Put it at the end of the contents page, with its own heading, "List of Tables" or "List of Figures" as appropriate.

Number tables or figures consecutively in Arabic numerals, for example, Table 1, Table 2, Figure 1, Figure 2, etc. If there are tables and figures in a number of appendixes, these may be numbered using a system that combines the letter or Roman numeral designation of the appendix and an Arabic numeral, such as Table A-1, Table B-1, Figure I-1, Figure II-1, etc. Keep separate the numbering of tables and figures as well as of maps and other charts.

II. THE BODY

Below you will find information on other format-related topics: page numbering, headings, lists and tables and figures.

A. Page Numbering

The following guidelines are based on traditional book format. They may vary considerably depending on the type of publication you are producing.

The preliminary pages of a publication are numbered consecutively in lower-case Roman numerals (i, ii, iii, iv, etc.). This numbering begins with the title page, although the number is ordinarily not shown on the title page, copyright page or on any blank pages. Numbering usually first appears on the contents page, although this may well be page v or higher. Preliminary page numbering is often not used at all if there are only a few preliminary pages.

Your main text should always begin on a right-hand page, which counts as page 1 (in Arabic numerals) although the actual number is not usually shown on this page.

Some books are designed to begin every chapter on a right-hand page, which may leave a blank page before it. This wastes paper and, if possible, should be avoided, except in the case of the first appendix, which, like the first page of the main text, should always begin on a right-hand page.

B. Headings

There are many ways to organize your text and use headings effectively. The important things to strive for are simplicity, clarity and consistency. In most texts, only two or three levels of

headings are required, as in the example below. In short or medium-length publications, elaborate numbering of subheadings (for example, 1, 1.1, 1.2.1, etc.) is usually unnecessary.

Chapter Title	[initial caps, boldface, 16 point]
Section Heading	[initial caps, boldface, 12 point]
Subsection Heading	[initial caps, boldface, italics, 12 point]

C. Lists

Listing points by indenting and using bullets (•), numbers or letters makes them stand out more. Keep in mind, however, that numbering (or alphabetical sequence, for example, *a*, *b*, *c* . . .) can imply ranking, that is, putting points in order of their importance or priority. If you are not listing points according to any particular ranking, it is best to use bullets.

The colon is generally used to introduce vertical lists. As well, an introductory phrase before the colon such as "the following" or "as follows" is always preferable. Alternatively, you can phrase the text before the colon so that it can stand alone as a sentence.

	The following laboratories can test water for acid rain content:
rather than	Laboratories that can test water for acid rain content are:

You must decide whether to start each listed item with a capital or lower-case letter and whether to use a period, a semicolon or nothing to punctuate each listed item. Any of these approaches are acceptable, but be consistent among similar lists within the same publication.

If the items listed after a colon are complete sentences, they should begin with a capital letter and end with a period (or a question mark).

> The Task Force is seeking your views on the following three questions:
>
> • What can the federal government do to accelerate the implementation of secure electronic commerce services?
>
> • How can the federal government best balance the needs of electronic commerce providers, private citizens and law enforcement agencies?
>
> • What controls, if any, should be placed on companies providing electronic commerce services?

At the other extreme, for lists of single words or short phrases, a period at the end of the list may be the only punctuation required.

> The registrar's role is to:
> - administer
> - clarify
> - verify
> - advise
> - report.

You may wish to use semicolons to end each phrase in your list. If you do this, remember that your entire list, including what comes before the colon, should make a complete sentence if you were to remove the bullets and write it out. In such a list, it is preferable to add *and* after the last semicolon. Always end the last item with a period.

> Some of the public officials excluded by the Act are the following:
> - members of the legislature;
> - employees of provincial and territorial governments;
> - members of local or municipal governments; and
> - employees of local or municipal governments.

Note: Using semicolons this way means you cannot include an added sentence in any of your points.

> *not*   Some of the public officials excluded by the Act are the following:
> - members of the legislature;
> - employees of provincial and territorial governments;
> - members of local or municipal governments. This also includes anyone on their staffs.
> - employees of local or municipal governments.

The third item on the above list could be included thus:

> - members of local or municipal governments (including anyone on their staffs); and

All items in a vertical list must be grammatically parallel. Do not do the following, for example:

> *not*   The framework should include the following:
> - the promotion of pension and benefits portability;
> - to remove barriers to non-standard employment;
> - facilitate worker mobility; and
> - the promotion of training and skills development.

The second and third items in the above list should be, respectively:

> * the removal of barriers to non-standard employment;
> * the facilitation of worker mobility; and

D. Tables and Figures

Special effort is necessary to ensure that tables and figures are clear and useful to the reader, and that information is presented in a consistent manner. Here are some tips.

When planning a table, pay attention to its appearance. Keep it as simple as possible in terms of the number of columns and the levels of column heads and subheads. Always try to fit a table on a single page. When creating a figure, make sure it is visually accurate and easy to interpret. Always keep in mind the table's or figure's readability on-line as well.

In both tables and figures, be consistent in your use of capital or lower-case letters, italics and boldface, and pay attention to the size and weight of type, the end punctuation of sources and notes, and other details of style and format.

Make sure titles are short and clearly state what the tables or figures show.

In a note, explain any abbreviations used, particularly if there is any possibility of their being misinterpreted.

> n/a = not available
> SMEs = small and medium-sized enterprises

Be sure to indicate units of measure, but avoid repeating the units with each number. A unit of measure that is common to an axis, a row or a column should appear along the axis or in parentheses at the top of the column or at the start of the row.

Indicate negative values in a table by a minus symbol or parentheses, but be consistent throughout.

Companion figures should be drawn to the same scale so that it is easy to compare them.

Tables and figures should always be inserted as soon as possible after they are referenced in the text. Make sure the data in the table or figure agree with the information given in the text, check simple addition in tables, and ensure that all percentage totals equal 100. (If they do not total 100 because they have been rounded off, add a note to that effect.)

If you are quoting data from outside sources, you must note those sources for each table and figure. If there is more than one source, add a note to the table or figure identifying which data came from which source. Source notes accompanying tables or figures must include at least the source organization name, original publication name and year.

> Source: *Chemical and Chemical Products Industries*, Statistics Canada Catalogue No. 46-260, annual.
>
> Source: Organisation for Economic Co-operation and Development, *Cellular Mobile Pricing Structures and Trends*, June 1999.

Attributing data to another source does not shift the responsibility for accuracy from the author. If the data have been heavily reworked by Industry Canada staff, these changes should be acknowledged. The following note indicates the true source:

> Source: Industry Canada estimates based on data supplied by Statistics Canada.

III. WHAT'S AT THE END

Industry Canada publications rarely require all of the kinds of end matter. When they are used, they should appear at the end of the publication in the order followed in traditional book format: appendixes, notes, references, bibliography and index.

When compiling reference matter, be sure to note the correct titles, agency names and other relevant information as you work, and include documentation for that information along with your text when you submit it for publication.

A. Appendixes

An appendix contains detailed or technical information that is supplementary to the main text of a publication. Material properly relegated to an appendix includes explanations and elaborations that are not essential to the text but would be helpful to a reader seeking further clarification. This includes documents (or laws, etc.) illustrating the text, long lists, survey questionnaires, the official minutes of a meeting, or sometimes even charts or tables. The appendix should not be a collection of raw data that the author was not able to work into the text.

The usual practice at Industry Canada is to label a series of appendixes (the preferred term over *annexes*) by letters (Appendix A, B, C, etc.) if the information is not essential to the reader's understanding of the main text, and by upper-case Roman numerals (Appendix I, II, III, etc.) if the information is essential. Each appendix should be given a title. The first appendix usually begins on a right-hand page.

A glossary may be necessary in some highly specialized texts. It is best placed as a separate section after any appendixes. A list of abbreviations can also be useful. A lengthy list is best placed as a separate section after any appendixes, like a glossary. A short list, however, may be placed on the verso facing the first page of text.

B. Notes

Notes may provide additional information, clarify a point or identify a source. They may appear in a publication as *footnotes* at the bottom of the page, or as *endnotes* in a list at the end of a chapter or document. A note is designated by a superscript number, best placed at the end of a sentence rather than in the middle, and following any final punctuation as shown here.[1]

Footnotes should be brief, a few words or at most a sentence or two. In a publication that cites few works by other authors, such references may be given in footnotes rather than in a list of references at the end.

The following examples show the most common kinds of notes, and their proper format.

> 1. Appendix B offers a broad appraisal of the current wisdom concerning support for small businesses.
>
> 2. Kathryn May, "Soil Erosion Will Cause Food Shortages," *The Ottawa Citizen*, July 17, 1994, p. 4.
>
> 3. Information Highway Advisory Council, *Preparing Canada for a Digital World* (Ottawa: Industry Canada, 1997), p. 26.

Notes are best collected as endnotes if they are extensive or if they include lengthy comments by the author.

C. References

A reference list includes all of the works cited in the text, and *only* those works. The following information is required, as applicable, in the following order: name of author (or editor, compiler or institution that produced the work); date of publication; title and subtitle; series, journal or periodical; volume number; edition (if not the first); place of publication; and publisher.

Note that although the required elements are the same, their order and treatment differ from what is recommended in *The Canadian Style* (see Suggested Reference Works).

Cite works in alphabetical order by the author's surname. Put the year of publication immediately after the author's name to facilitate references to the work in the text. Italicize the titles of books, journals, magazines and newspapers. Articles or papers included in those publications should be in quotation marks. Punctuate references (and bibliographies) as in the following examples:

> Smith, A. P., and G. Michaud. 1994. "The moral dimensions of poverty," *Journal of Canadian Studies*, 27 (2): 66-92.
>
> Zaslow, Morris. 1988. *The Northward Expansion of Canada, 1914-1967*. Toronto: McClelland and Stewart.

Citing and referencing of sources from electronic databases is continually changing. No published print source covers all forms of electronic citation because of the rapid development of this area of publication. The National Library of Canada Web site (**http://collection.nlc-bnc.ca/e-coll-e/biblio-e.htm**) has a useful section on this topic, including a link to excerpts from the International Standard ISO 690-2 on bibliographic references to electronic documents.

In the text, references that are cited in a reference list should mention the author's surname and the year of publication only.

> Zaslow (1988) emphasizes the role of natural resource exploitation in the opening up of Canada's Arctic. Others (Crowe 1974) have described the same period from the point of view of Aboriginal history.

D. Bibliography

A bibliography and a reference list are not the same thing. A bibliography lists books and other reference material used by the author in preparing a text, including both works that are directly cited in the text and works the author used as sources of information but did not cite directly. A list of references includes *only* works that are directly cited in the text.

As in reference lists, bibliographies cite works in alphabetical order by author's surname. In each bibliographic entry, the order of information, use of italics and system of punctuation follow the style outlined above for references.

In an "annotated" bibliography, the work listed includes a critical note explaining why the reader may find it useful or enlightening.

> Saunders, A. 1991. "Beaufort Blues Again," *Arctic Circle*, Vol. 1., No. 5, March/April. Cites reasons why companies were wary of investing in Beaufort Sea oil development.

E. Index

An index is an alphabetized listing of the names, places and subjects in a book. It gives the page number on which each item may be found. The index should be the last item in a book. It should not be confused with the contents, which lists the parts of a book in the order in which they appear, and is included with the front matter at the beginning of the book.

An index is an essential part of any publication in which readers will need to find specific, detailed information. Preparing an index is complex, specialized work and is usually contracted out to a professional indexer.

Indexes are not needed in on-line texts; most will have word-search capability instead.

ADDITIONAL INFORMATION

The Industry Canada Library (located at 235 Queen Street, 3rd Floor, West Tower, in Ottawa) is a useful resource centre. Much of their information is also available on-line through their LibraryLink site (**http://biblio.ic.gc.ca**).

The Statistics Canada site (**http://www.statcan.ca/english/services**) allows you to search for the correct information about a Statistics Canada publication. Searches can be done by keyword (or title) or by catalogue number. Each search result has a page detailing the correct title, catalogue number, frequency of publication, language of publication, summary/description and cost of publication.

1980 Standard Industrial Classification Structure (Statistics Canada, Ottawa, 1980) provides a list of codes and titles of the Divisions, Major Groups, Minor Groups and Classes. Standard Industrial Classification codes are used by Statistics Canada to classify industry data gathered, and compile these data into the proper industry sectors.

NUMBERS

This section describes how to properly cite numerical expressions of all kinds in your publications.

I. FIGURES VS. WORDS

Spell out numbers from one to nine and use figures for the rest. Percentages and International System of Units (SI) measures always take figures only.

> That equipment is eight years old.
>
> The company was founded 10 years ago.
>
> Productivity increases were in the range of 6 to 9 percent.
>
> Output rose to more than 10 000 kg per day.

If numbers in a series are both lower and higher than nine, make them all figures.

> The boys were aged 8, 11 and 14 years.

When a sentence begins with a number, spell it out. Better yet, rearrange the sentence.

Use spaces instead of commas in numbers of five figures or more, such as *34 000* rather than *34,000*. It is Industry Canada style to close up numbers of four figures, for example, *3400* rather than *3 400* or *3,400*.

Note: When referring to numerals, capitalize the terms *Arabic* and *Roman*.

II. PERCENTAGES

In text, as a general rule, use the word *percent* (one word, not two) rather than the symbol (%), unless you are dealing with a text that has many statistical references.

> Profits increased by 20 percent in the last quarter.
> The inflation rate fell by two percentage points from 6 percent to 4 percent.

In tables, indicate the word *Percent* on the first line of a table that deals wholly or substantially with percentages, or the symbol (%) at the top of each column containing percentage figures, to avoid having to repeat it many times.

In regular text, omit extra zeros from percentage figures, whether or not the word *percent* or the symbol (%) is used.

15.5%	*or*	15%	*not*	15.0%

In financial documents, however, the extra zero may be required for precision.

Do not put a space between the number and the symbol.

III. MONEY

Sums of money are usually expressed in figures, except where they refer to round or indefinite amounts or are used in a formal, literary or legal context.

When indicating the type of dollars in a table or graph, use one of these formats, as appropriate:

($000)	*not*	$K
($ Millions)	*not*	$M
(Current Dollars)		
(1996 Dollars)		
(Thousands of 1996 Constant Dollars)		

As is the rule for ordinary numbers, use a space rather than a comma in sums of money of five figures or more, and close up sums of money of four figures. In financial or payment documents, however, commas may be used. See also Figures vs. Words.

	$4 600 000	*not*	$4,600,000
	$46 000	*not*	$46,000
but	$4600		

In Canadian texts, references to money are assumed to be Canadian money. When it is necessary to differentiate between Canadian and other currencies, write:

C$20	(*for Canadian dollars*)
US$20	(*for American dollars*)
A$20	(*for Australian dollars*)
£20	(*or* 20 pounds, *for British pounds*)
¥20	(*or* 20 yen, *for Japanese yen*)
€20	(*or* 20 euros, *for the euro*)

Do not put a space between the number and the symbol.

ADDITIONAL INFORMATION

- Daily exchange rates and monthly exchange rates for all major currencies as well as other useful financial information are available on-line from the Bank of Canada (**http://www.bankofcanada.ca**) or by telephone at (613) 782-7506.

IV. INTERNATIONAL SYSTEM OF UNITS

In general, use the International System of Units (SI) in Industry Canada publications. This system has replaced other metric systems and is now used in Canada and many other countries. Use the following conversion procedures:

From imperial to SI	From SI to imperial
length	
inches to millimetres, multiply by 25.4	millimetres to inches, multiply by .03937
inches to centimetres, multiply by 2.54	centimetres to inches, multiply by .3937
feet to metres, multiply by .3048	metres to feet, multiply by 3.281
yards to metres, multiply by .914	metres to yards, multiply by 1.0936
miles to kilometres, multiply by 1.609	kilometres to miles, multiply by .621
area	
square feet to square metres, multiply by .092	square metres to square feet, multiply by 10.76
square yards to square metres, multiply by .836	square metres to square yards, multiply by 1.95
acres to hectares, multiply by .404	hectares to acres, multiply by 2.47
square miles to square km, multiply by 2.589	square km to square miles, multiply by .386
volume	
cubic feet to cubic metres, multiply by .028	cubic metres to cubic feet, multiply by 35.314
cubic yards to cubic metres, multiply by .764	cubic metres to cubic yards, multiply by 1.307
gallons to litres, multiply by 4.546	litres to gallons, multiply by .22
U.S. gallons to litres, multiply by 3.785	litres to U.S. gallons, multiply by .264
ounces to grams, multiply by 28.349	grams to ounces, multiply by .035

weight (mass)	
pounds to kilograms, multiply by .453	kilograms to pounds, multiply by 2.2046
short tons (2000 lbs.) to tonnes, multiply by .9072	tonnes to short tons, multiply by 1.1
long tons (2240 lbs.) to tonnes, multiply by 1.016	tonnes to long tons, multiply by .98
temperature	
Fahrenheit to Celsius, subtract 32, divide by 1.8	Celsius to Fahrenheit, multiply by 1.8, add 32

In your text, replace any imperial measurements with SI units. If there is a good reason not to do this, ideally you should give the SI amount in parentheses, a note or a footnote.

> The U.S. standard is 3 ounces (85 g) per can.

You may use figures and units in short form or, if appropriate, write them in full in descriptive text.

> 2 m   *or*   two metres   *but not*   two m
> $4.98 per kg   *or*   kilogram

Be sure that the symbols you use for SI units are correct. Strictly speaking, these short forms are not abbreviations, but symbols that are identical in English, French and many other languages. Consult the *Gage Canadian Dictionary*, Table of Measures, and *The Canadian Style* (1.23) (see Suggested Reference Works).

> g   *stands for* gram (*do not use gm*)
> m   *stands for* metre
> m   *also stands for the prefix* milli- *(as in millimetre)*
> M   *stands for the prefix* mega- *(not million)*
> k   *stands for the prefix* kilo- *(not thousand)*

When no specific figure is stated, write the unit name in full.

> How many kilometres is it to the nearest school?
> *or*   How far is it to the nearest school?

Do not abbreviate the terms for area and volume. Write them out in full or use a superscript number with the proper symbol.

9 square centimetres	*or*	9 cm^2	*not*	9 sq. cm
9 cubic centimetres	*or*	9 cm^3	*not*	9 cu. cm

ADDITIONAL INFORMATION

The ***Metric Practice Guide*** (available for a fee from the Canadian Standards Association (**http://www.csa.ca**) summarizes the conventions and practices that should be used in conjunction with the International System of Units.

RESOURCES AND TOOLS

This section contains a variety of print and electronic resources to help you with your publications. It includes a selected bibliography of suggested reference works; resources for obtaining government information; and links to many daily newspapers for information on current events. You will also find tools that will help you ensure the quality of your publications before, during and after typesetting.

I. SUGGESTED REFERENCE WORKS

Barber, Katherine, ed. 2001. *The Canadian Oxford Dictionary*. Toronto: Oxford University Press. A dictionary focussing specifically on Canadian spelling, usage and pronunciation. It includes encyclopedic explanations for many entries.

Benson, Morton, et al. 1997. *The BBI Dictionary of English Word Combinations*. Philadelphia: John Benjamins Publishing Co. A guide to English phrases and word combinations, especially useful to people whose first language is not English.

De Wolf, Gaelan Dodds, et al. 1997. *Gage Canadian Dictionary*. Revised and expanded edition. Toronto: Gage Educational Publishing Company. The primary source for spelling for Industry Canada publications.

Dundurn Press Limited and Public Works and Government Services Canada. 1997. *The Canadian Style: A Guide to Writing and Editing*. Toronto: Dundurn Press Limited. The standard style guide for most Canadian federal organizations. Industry Canada employees can access an electronic version of this guide at
http://termiumplus.translationbureau.gc.ca/site/e2/writing_tools.html
Subscribers to TERMIUM Plus® can access it at
http://www.termiumplus.translationbureau.gc.ca/site/e2/welcome.html

Editors' Association of Canada. 2000. *Editing Canadian English*. 2nd edition. Toronto: Macfarlane Walter & Ross. A style guide specifically concerned with style and idiosyncrasies for Canadian, rather than British or American, English.

Fee, Margery, and Janice McAlpine. 2001. *Guide to Canadian English Usage*. Toronto: Oxford University Press Canada. A useful reference for grammar and word usage, specifically oriented toward a Canadian audience.

Human Resources Development Canada. 1996. *Plain Language: Clear and Simple*. Ottawa: Canada Communication Group — Publishing. A practical guide to the basic points in plain language writing.

International Thompson Publishing. 1997. *ITP Nelson Canadian Dictionary of the English Language*. Toronto: International Thompson Publishing. A Canadian dictionary with encyclopedic explanations for many entries.

Kilian, Crawford. 1999. *Writing for the Web*. North Vancouver, B.C.: Self-Counsel Press. Practical advice on how to organize and write text for the Web.

McFarlane, J.A., and Warren Clements. 1998. *The Globe and Mail Style Book*. Toronto: Penguin Books. A guide to house style at *The Globe and Mail*, organized alphabetically — helpful for questions of word usage, as well as legal and political terminology.

Merriam-Webster Inc. 1995. *Merriam-Webster's Collegiate Dictionary*. (**http://www.m-w.com**) 10th edition. Springfield: Merriam-Webster Inc. Another useful dictionary to have on hand.

Sabin, William A., et al. 1999. *The Gregg Reference Manual*. 5th Canadian edition. Toronto: McGraw-Hill Ryerson Limited. A well-organized and detailed reference for questions of style and grammar.

Strunk, William, Jr., and E.B. White. 1995. *The Elements of Style*. 3rd edition. New York: Macmillan Publishing Co. A classic guide to good writing style; the first edition (**http://www.bartleby.com/141**) was published in 1918.

Tasko, Patti, ed. 1999. *The Canadian Press Stylebook*. 11th edition. Toronto: The Canadian Press. A guide for journalists, outlining the style preferred by Canada's national co-operative news agency — good for questions of word usage, terminology and grammar.

University of Chicago Press. 1993. *The Chicago Manual of Style*. 14th edition. Chicago: University of Chicago Press. An extremely thorough resource for writers, editors and publishers — almost too detailed for easy reference, but contains information on every step of the publishing process, from the elements of good writing style to the mechanics of typesetting and printing.

A Word on the Internet as a Resource

The Internet can be a valuable information resource, and many excellent dictionaries and style guides are now available on-line in their entirety. The Internet is not, however, in itself the most reliable source for terminology because of the explosion of Web sites and electronic documents being posted, and the relative lack of quality control (i.e. just because it's on-line doesn't mean it's right).

Your best terminological reference is always a good print dictionary or the TERMIUM Plus® linguistic data bank, which contains more than 3 million terms and titles in both English and French, covering a wide range of fields (informatics, administration, science, agriculture, finances, etc.).

Industry Canada employees can access TERMIUM Plus® at **http://termiumplus.gc.ca/site**
Subscribers to TERMIUM Plus® (or those wishing to subscribe) can access it at
http://www.termiumplus.translationbureau.gc.ca/site/e2/welcome.html

II. GOVERNMENT INFORMATION

Below you will find resources for obtaining information on the Canadian Federal Government, Government Programs, Industry Canada and the Industry Portfolio.

A. Canadian Federal Government

- The official Government of Canada site (**http://www.canada.gc.ca**) provides links to various federal institutions and programs. It also has a search function, which allows users to search all federal government Web sites.

- *Info Source: Sources of Federal Employee Information* (**http://www.tbs-sct.gc.ca/ pubs_pol/gospubs/infosource/2001/infosource_e.html**) provides a list of all federal government departments, their legislation (government acts under their jurisdiction), programs and branch names (with a description of their responsibilities).

- The Industry Canada library (located at 235 Queen Street, 3rd Floor, West Tower, in Ottawa) contains ***Estimates: Part III — Report on Plans and Priorities*** for individual federal government departments and agencies. These bilingual publications, updated yearly, can be used as a reference to verify the names of government departments, programs, branches and acts. Most are also available on-line on their respective department's Web site, or through the Treasury Board Secretariat site (**http://www.tbs-sct.gc.ca**).

B. Government Programs

- The official Government of Canada site (**http://www.canada.gc.ca**) has information and service gateways through which you can find information on the government's programs and services.

- The Canada Business Service Centres site (**http://www.cbsc.org**) gives hundreds of links to sites for government programs dedicated to small and medium-sized enterprises.

- Tel.: 1 800 O-Canada (1 800 622-6232) is your primary access point to the Government of Canada. Call toll-free for anything you need to know about the Government of Canada, including its programs and services.

C. Industry Canada

- Industry Canada's Departmental Site (**http://www.ic.gc.ca**) contains information on the Department's mandate and structure. Also on the site are electronic versions of departmental news releases, speeches and publications. The site is full-text searchable.

- Strategis (**http://strategis.gc.ca**) is Industry Canada's business and consumer information site. There is a search function available from the site's main menu.

- **ICINFO** e-mails are available on Lotus Notes, through ICAN's main menu or through Industry Canada's intranet site (**http://icweb.ic.gc.ca**). The database, which is full-text indexed, contains a six-month archive.

- *Industry Sector Access Guide* (Industry Canada, 2000) is a good source for the official names of the various branches and teams that make up the Industry Sector at Industry Canada.

- The **Financial Assistance Programs** database, developed by the Programs and Services Branch, lists the main programs funded by Industry Canada. The database can be found on Lotus Notes through ICAN's "Corporate Information" menu under "Programs." It lists Industry Canada-funded programs in both English and French and gives a short description, start and end dates, and contact names and telephone numbers for each program.

D. Industry Portfolio

The Industry Portfolio comprises 15 departments, agencies, tribunals and Crown corporations.

Atlantic Canada Opportunities Agency (**http://www.acoa.ca**)

Business Development Bank of Canada (**http://www.bdc.ca**)

Canada Economic Development for Quebec Regions (**http://www.dec-ced.gc.ca**)

Canadian Space Agency (**http://www.space.gc.ca**)

Canadian Tourism Commission (**http://www.canadatourism.com**)

Competition Tribunal (**http://www.ct-tc.gc.ca**)

Copyright Board Canada (**http://www.cb-cda.gc.ca**)

Enterprise Cape Breton Corporation (**http://www.ecbc.ca**)

Industry Canada (**http://www.ic.gc.ca**)

National Research Council Canada (**http://www.nrc.ca**)

Natural Sciences and Engineering Research Council of Canada (**http://www.nserc.ca**)

Social Sciences and Humanities Research Council of Canada (**http://www.sshrc.ca**)

Standards Council of Canada (**http://www.scc.ca**)

Statistics Canada (**http://www.statcan.ca**)

Western Economic Diversification Canada (**http://wed.gc.ca**)

III. CURRENT EVENTS

Industry Canada subscribes to many daily newspapers, to which all departmental personnel have access through the SageNews link in the News, Journals and Magazines section of Industry Canada's internal LibraryLink site. (**http://biblio.ic.gc.ca**) All databases are full-text indexed and can be searched for common terminology.

You may access many newspapers directly on-line, including the following:

Business Week (**http://www.businessweek.com**)

Calgary Herald (**http://www.canada.com/calgary/calgaryherald**)

Le Devoir (**http://www.ledevoir.com**)

Le Droit (**http://www.cyberpresse.ca/droit**)

Edmonton Journal (Journal Extra) (**http://www.canada.com/edmonton/edmontonjournal**)

Financial Post (**http://www.financialpost.com**)

Financial Times (**http://www.ft.com**)

The Globe and Mail (**http://www.globeandmail.ca**)

Le Monde diplomatique (**http://www.en.monde-diplomatique.fr**)

Montreal Gazette (**http://www.canada.com/montreal/montrealgazette**)

National Post (**http://www.nationalpost.com**)

The New York Times (**http://www.nytimes.com**)

The Ottawa Citizen (**http://www.canada.com/ottawa/ottawacitizen**)

La Presse (**http://www.cyberpresse.ca/reseau**)

Le Soleil (**http://www.cyberpresse.ca/soleil**)

The Toronto Star (**http://thestar.ca**)

The Vancouver Sun (**http://www.canada.com/vancouver/vancouversun**)

The Wall Street Journal (Pay for Use) (**http://www.wsj.com/public/us**)

IV. EDITING AND PROOFREADING CHECKLISTS

Below you will find checklists to help you with style issues throughout the production process, from quality assurance after editing and before typesetting, through proofreading typeset, HTML and PDF documents.

A. Quality Assurance (QA) and Global Changes
(after editing/before typesetting*)

Content QA/Editing Evaluation
❒   has the editor adequately reviewed the text (grammar, syntax, style, terminology, consistency, etc.)?
❒   has the editor confirmed the accuracy and suitability of charts and tables?
❒   have applied names of government departments and agencies been verified by the writer or editor?
❒   have all proper names and spellings of people, positions, strategies, initiatives, etc., been verified by the writer or editor?
❒   have all footnotes, references, and bibliographic entries been verified and properly formatted by the editor?

Global Changes
❒   % ⇨ percent (except in figures or tables)
❒   two spaces after periods ⇨ one space
❒   & ⇨ and
❒   Montreal ⇨ Montréal; Quebec ⇨ Québec (city only)
❒   search for *which*, double check usage (vs. *that*)
❒   search for *i.e.* and *e.g.*, double check surrounding punctuation (set off by commas within a sentence; no punctuation within parentheses)

❐   search for hyphens, change to em dashes or en dashes, as appropriate, and ensure proper word hyphenation

❐   use curly quotation marks and apostrophes

General QA

❐   spelling (do a spell check)

❐   capitalization (especially: Web site, World Wide Web, Internet, Information Highway, *but* e-mail, intranet)

❐   proper use of abbreviations and acronyms (spell out in full on first reference with short form in parentheses; do not provide short form if never used again)

❐   numbers (especially spelled out vs. figures, and spaces instead of commas for five+ digits)

❐   punctuation (especially where there are quotation marks and reference numbers)

❐   verification of all Web site and e-mail address formats (@ symbol is present, put all in bold)

❐   verification of names of laws (put all in italics)

❐   Canada Post address format

❐   proper format of footnotes, endnotes, sources

❐   consistent list/bullet format (especially grammatical construction, capitalization and punctuation)

❐   formatting (remove unnecessary bold, italics and underlining in the middle of straight text)

❐   for texts originally written in French, do an English–French comparison

* If this checklist is completed while the text is still in WordPerfect or Word format, the proofreading involved once the text is typeset will be faster and easier, and the number of typeset proofs required before going to print may be significantly reduced. Consequently, costs will also be reduced.

B. Proofreading Typeset Documents

❐   ensure that all elements of the original text appear in the typeset version (use the final, approved WordPerfect text for comparison)

❐   ensure that the global changes and general QA took place

❐   check for FIP compliance on the cover (Industry Canada corporate signature and Canada wordmark)

❐   verify all information on the copyright page

❐   check preliminary page numbers: small Roman numerals, counting the title page as "i" (preliminary page numbering is often not used if there are only a few preliminary pages)

❐   check main text page numbers: Arabic, counting the first page of the main text as "1" (which is usually suppressed)

❐   check all Contents headings against corresponding text headings

❐   check all Contents page numbers against corresponding text

❒ check all headers/footers, double checking recto (right) and verso (left) headers/footers (usually the main title of the text appears on the verso side and the subtitle or chapter title, if there is one, on the recto side; usually suppressed on preliminary pages and on page 1 of the main text)

❒ check for consistency in header levels throughout the text

❒ check for consistent spacing between paragraphs, sections, etc.

❒ verify any cross-references in the text

❒ ensure that tables and figures appear after they are referenced in the text

❒ ensure that all footnotes appear on the same page as the number reference

❒ clean up column and page breaks (watch out for widows and orphans)

❒ clean up word division at ends of lines (watch out for widows and orphans)

❒ ensure consistent use of fonts, drop caps, graphic elements, etc.

❒ read through the text for typos

❒ for texts originally laid out in French, do an English–French comparison

C. Proofreading HTML Documents

Structure

❒ logical order of Contents

❒ logical breaks between sections

Copyright

❒ modify "For additional copies . . ." clause to read "For a print copy . . ."

❒ remove the electronic formats clause

❒ remove the permission to reproduce notice

❒ add any special copyright messages required

❒ replace catalogue number, and ISBN or ISSN, if applicable

❒ remove the availability in French clause, if applicable

❒ remove Printed-in-Canada logo and Möbius loop

Content

❒ ensure that all elements that appear in the printed document appear in the HTML version

❒ words that are cut off at the ends of lines

❒ loss of formatting (e.g. bold, italics)

❒ loss of bullets

❒ any retyped text (especially the Table of Contents and chapter titles)

Links, etc.

❒ make sure that page references become links, and delete any print-related words (e.g. "See the following page") and insert links

❒ make sure that all links work

❒ make sure all text over graphic elements is appropriate and spelled correctly

❒ make sure an appropriate file name appears in the top left corner of each page

D. Proofreading PDF Documents

Copyright

❒   modify "For additional copies . . ." clause to read "For a print copy . . ."
❒   add any special copyright messages required
❒   replace catalogue number, and ISBN or ISSN, if applicable
❒   ensure there is an availability in French clause
❒   remove printed in Canada logo and Möbius loop

Content

❒   ensure that all elements that appear in the printed document appear in the PDF version
❒   words that are cut off at the ends of lines
❒   loss of formatting (e.g. bold, italics)
❒   loss of bullets
❒   changes in font types
❒   corrupted graphics
❒   any retyped text (especially the bookmarks)

Links, etc.

❒   make sure that all bookmarks work
❒   make sure that all links work

V. PROOFREADER'S MARKS

Punctuation

⊙ Insert a period ⋏

; Insert a semicolon ⋏

⋏ Insert a comma ⋏

: Insert a colon ⋏

⋏ Apostrophe or single quote ⋏

⋎ ⋎ Quotation marks or quotes ⋏

?/ Question mark or "query" ⋏

!/ Exclamation mark ⋏

=/ Insert hyphen ⋏

|⊥ₘ| Insert EM dash ⋏

|⊥ₙ| Insert EN dash ⋏

(/) Parentheses ⋏

[/] Brackets ⋏

Miscellaneous

(SP) Spell out (21 gr.)

ok w/c OK "with corrections"

ok ᵃ/c   or as "corrected"

⌐ Break line or word

Delete or insert

ℓ — Delete, take out

stet — Let it stand—(all matter above dots)

O.S.C. — Out see copy
If possible, make photocopy and
staple to page with OSC marked.

Paragraphing

¶ — Begin a paragraph

no ¶ — No paragraph

run on — Run on

flush ¶ — No paragraph indention

Spacing

l/s — LETTER SPACE

— Insert space (or more space)

☐ — En quad space or indention

☐ — Em quad space or indention

☐ — 2 quad space or indention

◡ — Close up entirely; take out space

◡ — Less space between words

eq # — Equalize space between words

Style of type

wf // Wrong front (size <u>or</u> style of type)

lc. Set in LOWER CASE or ~~LOWER CASE~~

caps SET IN <u>capitals</u>

c & sc Set in C̦APS & ȘMALL C̦APS

lc. & u.c. Lower Case with Initial Caps

sm caps Set in <u>small capitals</u>

rom. Set in roman (or regular) type

ital. Set in <u>italic</u> *(or oblique)* type

l.f. Set in lightface type

bf. **Set in boldface type**

\7/ Set superior character[7]

/7\ Set inferior character[7]

Positioning

⌐ Move to right

⌐ Move to left

‖ Align vertically

tr. Transpose letters in a word

tr. Transpose enclosed in ring matter

⌐⌐ Set in centre

⌐⌐ Square off or full measure

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