



Industry  
Canada

Industrie  
Canada

# **Industry Canada Style Guide**

**Communications and Marketing Branch**

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## Preface

The *Industry Canada Style Guide* is intended for anyone who is helping to prepare Industry Canada material for publication or release, including departmental and contract writers, translators, editors and proofreaders. It will help you produce publications that are clear and accurate, and that adhere to a consistent style across the Department.

Find out more [about this guide](#), or go directly to one of the guide's three major sections:

- [Publishing Basics](#)
- [IC Style Issues and Challenges](#)
- [Publication Organization and Format](#)

Be sure to check out the [Resources and Tools](#) section of the Publishing Toolbox as well, for suggested reference works, checklists, templates, links and more.

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, contact the Editorial Services Section at the numbers listed below.

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## About This Guide

This guide covers all print and electronic publications produced by Industry Canada for either internal or external audiences — from pamphlets to PDFs, from posters to CD-ROMs and from books to HTML texts.

It also covers media-related communications products such as media advisories, news releases and backgrounders.

It does not cover correspondence such as emails, memoranda and letters. Information on how to prepare memoranda (site under construction) and executive correspondence (site under construction) is available online to Industry Canada employees.

This guide is divided into three major sections.

- In [Publishing Basics](#), you'll find information on respecting [Official Languages](#) policy, using [plain language](#) and [non-sexist language](#) in your texts, [checking your facts](#), and [reflecting diversity](#).

As well, since [texts written for the web](#) and [media-related communications products](#) present their own challenges, you'll find sections dedicated to these topics.

- In [IC Style Issues and Challenges](#), you'll find information on some of the most common style questions that arise in Industry Canada documents.

Topics are listed alphabetically for easy consultation.

- In [Publication Organization and Format](#), you'll find answers to your questions about how to organize and format your publications.

Topics are arranged according to [front matter](#), the [body](#) and [back matter](#).

Be sure to check out the [Resources and Tools](#) section of the Publishing Toolbox as well, for suggested reference works, checklists, templates, links and more.

# Publishing Basics

## 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 more information on the visual presentation of official languages, consult [Appendix A of the Federal Identity Program Policy](#).

For style and usage conventions for French texts, consult the [Guide de rédaction et de révision d'Industrie Canada](#).

## Plain Language

According to the [Communications Policy of the Government of Canada](#), members of the public have the right to ready access to information and to have it presented in plain language.

Make sure your texts are written in language that is clear, objective and easily understood by your intended audience.

Here are a few tips to help you.

- Keep sentences short.

**Instead of:**

The policy does not appear to be well understood by line management in the region, even though this group has a primary responsibility for implementing the policy.  
[27 words]

**Use:**

The regional managers who are most responsible for carrying out this policy do not seem to understand it well.  
[19 words]

- Use verbs over nouns.

**Instead of:**

The requirement of the Department is that employees work seven and one-half hours a day.

**Use:**

The Department requires employees to work seven and one-half hours a day.

- Avoid or explain technical words.

<p><b>Instead of:</b>          These factors have contributed to a more bimodal distribution of earnings.</p> <p><b>Use:</b>          These factors help make the rich richer and the poor poorer.</p>
--

- Eliminate unnecessary words.

<p><b>Instead of:</b></p> <p>with regard to          by means of          in the event that          notwithstanding the fact that          in view of the fact          subsequent to</p>	<p><b>Use:</b></p> <p>about          by          if          although          because          after</p>
--	---

- Use simple words.

<p><b>Instead of:</b></p> <p>endeavour          facilitate          strategize          utilize</p>	<p><b>Use:</b></p> <p>try          help          plan          use</p>
---	--

For more information on plain language, consult the following resources:

- *The Canadian Style*, Chapter 13 (see [Suggested Reference Works](#))
- Human Resources Development Canada. 1996. *Plain Language: Clear and Simple* (Ottawa: Canada Communication Group)
- National Literacy Secretariat, [Plain Language Links](#)
- Public Works and Government Services Canada, [Successful Communication Tool Kit](#)



## Non-Sexist Language

For details on the elimination of stereotyping in written communications, consult *The Canadian Style*, Chapter 14 (see [Suggested Reference Works](#)).

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 texts. There are no hard and fast rules concerning gender bias, and most cases call for a certain amount of good judgment.

Careful word choice is the easiest way to avoid inappropriate references to gender.

<b>instead of:</b> manpower chairman spokesman waiter or waitress	<b>say:</b> human resources chair spokesperson server
--	--

Another way is to avoid using the masculine pronoun “he” or “his” when referring generically to any person.

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

## Checking Your Facts

Fact checking is a very time-consuming task. 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.

Photocopying any original source material in both official languages as you compile it is an excellent way to track your facts if questions arise 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.

## 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.”

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

## Writing for the Web

All writing, regardless of whether it is published in print or electronically, should be clear, objective and easily understood. Following [plain language](#) principles is the best way to achieve this.

However, the brain processes information differently onscreen than on paper, and it is important to consider this when producing electronic texts. An excellent resource is *Writing for the Web* by Crawford Kilian (see [Suggested Reference Works](#)).

Here are some tips:

- Chunk information into short sentences, short paragraphs and short pages.
- Use white space between paragraphs and bulleted items to ease eye strain.
- Minimize punctuation in bulleted lists to ease eye strain.
- Use headings and subheadings to help with quick navigation.
- Make sure there are logical breaks between pages.
- Use personal language (“you”) in the active voice to invite a response.
- Watch out for non-web language (“as mentioned earlier”).
- Keep links intuitive (put links on appropriate words instead of URLs; avoid expressions like “Click here”).
- Use underlining only for links.
- Do not put text in full capitals (except for acronyms and initialisms).

See also:

- [Italics](#) for how italics are used differently in print and electronic documents.
- [Email and Website Addresses](#) for how to treat these items in your documents.
- [Proofreading HTML Documents](#) for a handy proofreading checklist.
- [HTML Guide for the Industry Canada Departmental Web Site](#) for technical details on HTML documents.

## Media-Related Communications Products

Media-related communications products include news releases, backgrounders, media advisories, speeches, media lines and Qs & As.

As with other Industry Canada print and electronic publications, these items should be clear, objective and easily understood. Following [plain language](#) principles is the best way to achieve this.

Make sure your media-related communications products adhere to the style rules in this guide. While *The Canadian Press Stylebook* (see [Suggested Reference Works](#)) is often used by journalists, do *not* use it as your primary reference manual for Industry Canada products.

There are very specific formatting rules for media-related communications products. [Formatted templates](#) detailing proper fonts, spacing, headers, footers, graphics and more are available online to Industry Canada employees.

## IC Style Issues and Challenges

### Acronyms, Initialisms and Other Abbreviations

“Acronyms” are pronounceable words 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 pronounceable words.

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

Some short forms 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.

Avoid using acronyms or initialisms in titles, headings and subheadings. If you must use one, make sure it has been spelled out in full earlier in the text.

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 consistency.

the RCMP	<b>but</b> PCO (Privy Council Office)
the NRC (National Research Council)	CPR (cardiopulmonary resuscitation)

In a long text that may not be read from beginning to end, you can include a short list of acronyms and other short forms at the beginning (a longer list like a glossary would be better placed at the end as a separate section after any appendices).

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

The use of abbreviations for place names varies, so check a reliable source such as the Geographical Names Board of Canada’s [national database](#). See also [Geographical Names](#).

Saint John, N.B.	Ste-Anne-de-Bellevue, Que.
St. John’s, N.L.	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 as follows:

	Canada Post	Traditional
Alberta	AB	Alta.
British Columbia	BC	B.C.
Manitoba	MB	Man.
New Brunswick	NB	N.B.
Newfoundland and Labrador	NL	N.L.
Northwest Territories	NT	N.W.T.
Nova Scotia	NS	N.S.
Nunavut	NU	Nun.
Ontario	ON	Ont.
Prince Edward Island	PE	P.E.I.
Quebec	QC	Que.
Saskatchewan	SK	Sask.
Yukon Territory	YT	Y.T.

Abbreviations using capital letters are made plural by adding a lower-case “s.” Lower-case abbreviations need an apostrophe to avoid ambiguity.

ADMs, MPs, SInS	<b>but</b>	c.o.d.'s
-----------------	------------	----------

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

p. (page)	<b>but</b>	pp. (pages)
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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. ( <i>id est</i> , meaning “that is”)
	e.g. ( <i>exempli gratia</i> , meaning “for example”)
<b>but</b>	et al. ( <i>et alia</i> , meaning “and others” — no period after <i>et</i> 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.

Avoid overusing “i.e.,” “e.g.” and “etc.” in your texts, and avoid unnecessary abbreviations such as “No.” or “2nd.”

## Ampersands

Avoid using the ampersand (&) except in the following cases:

- in tables and figures where space is at a premium
- in corporate names if it is part of a company’s legal designation
- in colloquialisms such as “R&D” (research and development) or “S&T” (science and technology)

## Capitalization

Consult the *Canadian Oxford Dictionary* for capitalization of individual words. For detailed information on proper capitalization, consult *The Canadian Style*, Chapter 4 (see [Suggested Reference Works](#)).

Below you will find Industry Canada exceptions to *The Canadian Style*, as well as some capitalization issues that are recurrent in Industry Canada documents.

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.

Capitalize short forms when they stand for the full title and are intended to carry its full force.

the Department of Industry **or** Industry Canada (the Department)

the Public Service Commission (the Commission)

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 “government,” “department,” “division,” etc., even when the proper titles are given.

Representatives from the departments of Finance, Environment and Industry were present.

The governments of Canada and France took a similar position on the issue.

Capitalize the full names of proclaimed laws, treaties, important legal codes, court cases and historic documents. Capitalize short forms when they stand for the full title and are intended to carry its full force.

the *Food and Drugs Act* (the Act)

the Criminal Code (the Code)

Bill C-1006 (the Bill)

Order-in-Council P.C. 1351

*MacLaren v. the Province of Ontario*

the Magna Carta

Do not capitalize proposed or hypothetical laws.

a proposed language act

a price-control bill

Avoid overcapitalizing other convenient short forms, such as “the program,” “the conference,” etc.

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.  
Farmers objected to some of the treaty provisions.  
The conference agenda was circulated ahead of time.

Capitalize “the Court” when it means “the judge.”

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

Capitalize “Bachelor of Arts,” “Master of Science” and the names of other academic degrees. Do not capitalize non-specific references, such as “master’s degree” and “doctoral level.”

Capitalize the word “budget” when it is linked to a specific year. Do not capitalize it when it is used alone or modified.

In Budget 2005, two major priorities are health and child care.  
**but** The budget also focuses on issues pertaining to the environment.  
The federal budget includes \$1.6 billion in support of culture, diversity and sport.  
The planning horizon for this budget is five years.

If a hyphenated compound appears in a title, capitalize both elements.

*Canada and the Knowledge-Based Economy*  
Chapter 3: Ensuring User-Friendly Access



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

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

Note the following variances in capitalization:

Internet **but** intranet  
World Wide Web the web, website, web page, etc.

Some normal rules of capitalization may be ignored in [company names](#).

## Colons

For more detailed information on proper use of colons, consult *The Canadian Style*, Chapter 7 (see [Suggested Reference Works](#)).

Always use a colon to introduce a bulleted or numbered list in your texts.

Service to the public includes the following:

- enquiries answered
- brochures sent out
- complaints investigated

See more information on [Lists](#).

## Commas

For more detailed information on proper use of commas, consult *The Canadian Style*, Chapter 7 (see [Suggested Reference Works](#)).

Do not use a comma before the final “and” in a sequence unless one or more of the items also includes “and,” or unless clarification is necessary.

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.

If a date appears within a sentence, use commas as follows:

- month and year: no commas
- month and day: no commas
- month, day and year: the year is preceded and followed by a comma
- day of the week, month, day and year: the day of the week is followed by a comma; the year is preceded and followed by a comma.

The submission was approved in March 2005 by all parties.

Unfortunately, I will be unable to attend the session on March 29 as previously agreed to.

On March 29, 2005, the new corporate strategy took effect.

Our meeting was held on Tuesday, March 29, 2005, in the main board room.

See more information on [Dates](#).

## Contact Information

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 Dr., Mr., Mrs., Ms., etc.); their usage could be sexist or inconsistent.

Check with addressees for the correct spelling and preferred form of their name.

Use the following order and style for contact information: name (if using), title, organization, room or suite or floor, building, street address, post office box and station, city, province or territory, postal code, and country (if the document is for an international audience).

Make sure the city, province or territory, and postal code are on one line, with no comma after the city and two spaces between the provincial or territorial abbreviation and the postal code.

Charlotte Webb  
Marketing Director  
Fantastic Graphics Ltd.  
Suite 306, East Tower  
Grimsby Building  
659 Commercial Avenue  
P.O. Box 3382, Station C  
Toronto ON M2L 1H5

Format telephone and fax numbers as follows:

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

You can include email and website addresses in contact information. Format them as follows:

Email: [cweb@fgl.com](mailto:cweb@fgl.com)  
Website: [www.fgl.com](http://www.fgl.com)

See also Email and Website Addresses for how to refer to email and website addresses within text, and similar guidelines.

For more information, check out the following links:

- [Government Electronic Directory Services \(GEDS\) Direct500](#), maintained by Public Works and Government Services Canada, provides a directory listing of all federal public servants.
- [Canada411](#) 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.
- On the [Canada Post](#) site, you can search for Canadian postal codes. Alternatively, you can consult the *Canada Postal Code Directory* (2 vols.) in any post office.

## Dashes

There are two kinds of dashes, neither of which should be confused with the [hyphen](#). Each has a specific role.

**Em dashes** (—) set off a word or phrase that interrupts the flow of a sentence, such as an example, a clarification or an afterthought. The em dash is a very strong type of punctuation and should not be overused.

Normally 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.

Avoid using two hyphens (--) to represent an em dash.

**En dashes** (–) separate two equal components of a compound word, or join inclusive numbers such as subsequent years or page numbers.

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

## Dates

Separate consecutive years with an [en dash](#) or a [hyphen](#) rather than an oblique (/), with no spaces before or after the en dash or hyphen. Do not repeat the two digits for the century for the second year if the century remains the same.

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

Although *The Canadian Style* (see [Suggested Reference Works](#)) offers several variations for formatting dates, use only the following forms in Industry Canada documents.

### **Common Alphanumeric Form**

Month and year:	March 2005
Month and day:	March 29
Month, day and year:	March 29, 2005
Day of the week, month, day and year:	Tuesday, March 29, 2005

If a date appears within a sentence, use commas as follows:

- month and year: no commas
- month and day: no commas
- month, day and year: the year is preceded and followed by a comma

- day of the week, month, day and year: the day of the week is followed by a comma; the year is preceded and followed by a comma

The submission was approved in March 2005 by all parties.

Unfortunately, I will be unable to attend the session on March 29 as previously agreed to.

On March 29, 2005, the new corporate strategy took effect.

Our meeting was held on Tuesday, March 29, 2005, in the main board room.

### ***All-Numeric Form***

The all-numeric form of dating is often used on memos, files, certificates and forms. When using this form, always follow the order year, month, day, so that there is no confusion between months and days. Separate the elements by a space or a hyphen.

June 11, 2005:

2005 06 11

or

2005-06-11

November 6, 2005:

2005 11 06

or

2005-11-06

## **Email and Website Addresses**

### ***Elements***

- Most web browsers will accept URLs without the “http://” signifiers, so it is not always necessary to include them. If, however, there is potential for confusion, add them in.
- Do not assume “www” is superfluous in a URL; sometimes two otherwise identical addresses — one with “www” and one without — point to two different servers. Always verify the correct URL.
- Many websites are set up with several aliases that all end up at the same site; however, only one official URL of a site should be marketed consistently in all media.
- If a website has a bilingual splash page, use its English URL in English texts and its French URL in French texts, if available.

## **Formatting**

- Format email and website addresses as hyperlinks (blue or black type, underlined) in both print and electronic documents. No other formatting (e.g. bold type, italics) is required.
- Names of websites that resemble URLs (e.g. ebiz.enable) require no special formatting.

## **Surrounding Punctuation**

- If an email or website address appears in the middle of a sentence, you may want to put it in parentheses, depending on the sentence structure.
- Any punctuation marks following an email address or URL should be readily perceived as being part of the surrounding text.

Additional copies of this publication can be obtained by contacting [council@ic.gc.ca](mailto:council@ic.gc.ca).

For more information, consult [www.ic.gc.ca](http://www.ic.gc.ca).

Visit our website ([www.ConsumerInformation.ca](http://www.ConsumerInformation.ca)) or email us at [consumer.information@ic.gc.ca](mailto:consumer.information@ic.gc.ca) for details.

Ebiz.enable is an excellent source of information for business owners considering going online.

## **Line Breaks**

Avoid splitting an email or website address so that part of it winds up on the next line.

If you must break it, do not use a hyphen as you would with a word. Make the break between elements: after a colon, a slash, a double slash or the @ symbol, but before a period or other punctuation mark. To avoid confusion, an email address or URL that contains a hyphen should never be broken at the hyphen.

For information on formatting email and website addresses, consult [icnet.ic.gc.ca/publication/english/style/guide\\_gramm\\_web\\_e.html](http://icnet.ic.gc.ca/publication/english/style/guide_gramm_web_e.html).

### **Supplementary Information:**

News Releases — [www.ic.gc.ca/cmb/welcomeic.nsf/ICPages/NewsReleases](http://www.ic.gc.ca/cmb/welcomeic.nsf/ICPages/NewsReleases)

Speeches — [www.ic.gc.ca/cmb/welcomeic.nsf/ICPages/Speeches](http://www.ic.gc.ca/cmb/welcomeic.nsf/ICPages/Speeches)

Your contact person can be reached at [mary-jane@ic.gc.ca](mailto:mary-jane@ic.gc.ca).

## End-of-Line Breaks

In general, a ragged right-hand margin eliminates the need to divide words. Some words may be divided 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 *Canadian Oxford Dictionary* shows recommended, intelligent word breaks for all entries, as opposed to many other dictionaries, which simply allow for breaks at every syllable.

*The Canadian Style* (2.17) (see [Suggested Reference Works](#)) gives some useful guidelines for dividing words.

As well, try to avoid breaking and/or hyphenating the following at the end of a line:

- proper nouns
- personal names
- dates
- numbers
- abbreviations, initialisms and acronyms
- URLs and email addresses
- street addresses
- foreign words set in italics
- the last word in a paragraph, in a column or on a page

## Hyphenation

Since hyphenation is one of the most controversial points of editorial style, consistency is key.

Make the *Canadian Oxford Dictionary* (see [Suggested Reference Works](#)) your basic guide. For terms that do not appear in the dictionary, follow the rules for compounding and word division in *The Canadian Style*, Chapter 2 (see [Suggested Reference Works](#)).

Below you will find some terms and hyphenation issues that are recurrent in Industry Canada documents.

DO NOT hyphenate the following:

- email
- online
- cooperate, cooperation, etc. (this is a departure from the *Canadian Oxford Dictionary*)
- coordinate, coordination, etc.
- worldwide

DO hyphenate the following

- e-business, e-commerce, e-book, etc.
- off-line
- co-operative (when referring to an association such as a “co-operative” financial institution) and co-op (when referring to the educational program)
- province-wide

The term “small and medium-sized enterprises” does not need a suspending hyphen after “small,” since you would say “small enterprises” not “small-sized enterprises.”

Numerical descriptions such as “a \$4-million project” and “a 6-percent increase” require a hyphen.

Terms such as “acid rain threat,” “private sector participation” and “high technology conference” do not need hyphens, since the meaning is immediately clear.

Some terms will be hyphenated in one context, but not in another:

I have listed **decision making** [noun] on my resumé as one of my strong assets.

I am taking a course to improve my **decision-making** [compound adjective] ability.

**One third** [noun] of the population falls into this category.

Each group will be allotted a **one-third** [adjective] share of the proceeds.

## International System of Units

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

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 *Canadian Oxford Dictionary*, Appendix 3, “Weights, Measures, and Notation,” and *The Canadian Style*, 1.23 (see [Suggested Reference Works](#)) for details.



In your text, replace any imperial measurements with SI units (there are numerous converters available online). 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.

Use figures with SI units in short form, or write both in full, but do not combine the two.

2 m or two metres but not two m

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

How many kilometres is it to the nearest school?

## Italics

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

Below you will find some italics issues that are recurrent in Industry Canada documents.

DO italicize the following:

- titles of books, pamphlets, published reports and studies, films, most works of art, newspapers, magazines and other periodicals
- the complete names of acts, statutes and court cases (e.g. the *Food and Drugs Act*)
- French or foreign words that have not been anglicized (consult the *Canadian Oxford Dictionary* — see [Suggested Reference Works](#)).

**Note:** In HTML publications, **only** the above items can be italicized. *The Canadian Style*, Chapter 6, (see [Suggested Reference Works](#)) details other uses for italics that are acceptable in print publications.

As well, in print publications, you can use italics to emphasize a word, but do so sparingly. In HTML publications, use bold instead.

In print publications, you can also use italics to show different levels of headings. In HTML publications, this should be avoided.

DO NOT italicize the following:

- short forms of the names of acts, statutes and court cases (e.g. the Act)
- proposed or hypothetical laws (e.g. a price-control bill)
- names of websites

- legal terms (this is a departure from The Canadian Style)
- French or foreign words that have been anglicized (consult the Canadian Oxford Dictionary — see [Suggested Reference Works](#)).

## Minister’s Preferences

The Minister of Industry has certain style preferences. Please make sure you adhere to these in your departmental communications products.

### *Language*

- All communications products forwarded to, and issued by, the Minister’s office must be in both English and French. See also [Official Languages](#).
- While speeches are sometimes given in only one language, a script and, when requested, a transcript must be available in the other official language as well.
- Always adhere to [plain language](#) principles.

### *Form of Address*

- The Minister prefers to be called “the Honourable Jim Prentice” in Industry Canada documents.
- Use “the Honourable” construction for other ministers of the Crown who are mentioned in Industry Canada documents unless otherwise specified. See also [Titles of Office or Rank](#).

### *Contact Information*

- On [media-related communications products](#), such as news releases and media advisories, always include the following contact information unless otherwise specified:

Deirdra McCracken  
Press Secretary  
Office of the Honourable Jim Prentice  
Minister of Industry  
613-995-9001

Media Relations  
Industry Canada  
613-943-2502

### *Formatting*

- For [media-related communications products](#), use the [formatted templates](#) (available online to Industry Canada employees).

## Other Preferences

- Website addresses should be formatted as hyperlinks on both hard and soft copies (blue or black type, underlined). See also [Email and Website Addresses](#).
- The terms “federal government” and “Government of Canada” can both be used as appropriate.
- MS Word is the default word processing application for drafting communications products.

## 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.

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 documents, however, commas may be used. See also [Numbers \(Figures vs. Words\)](#).

\$460	\$4600	\$46 000	\$460 000	\$4 600 000 (or \$4.6 million)
-------	--------	----------	-----------	-----------------------------------

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.

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

(\$000)	<b>not</b>	\$K
(\$ Millions)	<b>not</b>	\$M
(Current Dollars)		
(1996 Dollars)		
(Thousands of 1996 Constant Dollars)		

## Names (Companies and Associations)

Confirm all company and association names cited in your texts. The best way is to consult the organization itself or check its official website.

You can use abbreviations such as “Ltd.” and “Inc.,” but avoid “Bros.,” “Assoc.,” “Co.” and “Corp.,” especially in the main body of text.

Spell out “Ltd.” and “Inc.” only when the full legal name of the firm must be shown.

When a company is commonly known by an acronym or initials, use its full name on first reference, followed by the acronym in parentheses. You can then use the acronym as needed.

Use the corporate name in the style preferred by the company, including variations in capitalization.

DirecTV TransCanada PipeLines
----------------------------------

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, use them accordingly. If there is no English version, use the French name without translation and without any special treatment such as italics or quotation marks. 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.

## Names (Geographical)

The Geographical Names Board of Canada (GNBC) develops standard policies for geographical naming in Canada and maintains the [national database](#) of officially recognized geographical names to be used on federal government maps. In general, use these name forms in Industry Canada documents.

The [Topos sur le Web](#) data bank of the Commission de toponymie du Québec provides information on place names in Quebec, including many origins and meanings. (Search feature available in French only.)

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 GNBC and Treasury Board Secretariat, and they are listed in *The Canadian Style*, Chapter 15 (see [Suggested Reference Works](#)).

A few items to note:

- Quebec, the province, does not take an accent.
- Québec, the city, does.
- Montréal always has an accent.

See also [Acronyms, Initialisms and Other Abbreviations](#) and [Capitalization](#) for more information related to geographical names.

## Names (Government Departments and Agencies)

Be sure to verify the names of the government departments and agencies you mention in your texts.

Many Canadian federal departments have both an official (legal) name and an applied name — “Department of Industry” and “Industry Canada,” for example. Applied names are preferred in most Industry Canada documents.

The easiest way to confirm federal department and agency names is on their individual websites (all are accessible through the [Canada Site](#)).

For more information, see [Government Information](#).

## Numbers (Figures vs. Words)

For detailed information on numerical expressions, consult *The Canadian Style*, Chapter 5 (see [Suggested Reference Works](#)).

Below you will find some number issues that are recurrent in Industry Canada documents.

Spell out one-digit numbers and use figures for the rest. Treat ordinal numbers the same as cardinal numbers.

That equipment is eight years old.

Our division ranked second in overall productivity.

The company was founded 10 years ago.

This is her 22nd year as a federal employee.

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.

Please delete the 3rd, 6th and 19th items in the list.

Percentages always take figures only.

Productivity increased by about 6 percent.

Output rose by more than 35 percent per day.

Write numbers in the millions and higher as a combination of figures and words.

3 million

23 billion

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

Except in financial documents, use spaces instead of commas in numbers of five figures or more. Close up numbers of four figures unless used in combination with other numbers of more than four digits (e.g. in a table for alignment purposes).

340 3400 34 000 340 000 3 400 000 (or 3.4 million)

See also [Dates](#), [Percentages](#), [Money](#) and [International System of Units](#).

## Percentages

In text, as a general rule, use the word “percent” (one word, not two — this is a departure from the *Canadian Oxford Dictionary*) rather than the symbol (%), unless you are dealing with a text that has many statistical references. Always use a figure (not a spelled-out word) before the word “percent.”

Profits increased by 20 percent in the last quarter.

The inflation rate fell by two percentage points from 6 percent to 4 percent.

For adjectival expressions, either insert a hyphen between the components or use the symbol.

We saw a 20-percent increase in expenses over last year.

The company experienced a 3% decrease in productivity.

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

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 several times.

## Punctuation and Spacing

Here are a few tips regarding punctuation and spacing:

- Use only one space (not two) after a full stop (period, colon, exclamation mark or question mark).
- Do not put any spaces before, between or after ellipsis points.
- Put one space before and one space after an em dash.
- Do not put any spaces before or after an en dash.
- Do not put a space before or after an oblique when it is used between individual words, letters or symbols.
- Put one space before and one space after an oblique if one of the elements contains internal spacing.

For more detailed information on proper punctuation, consult *The Canadian Style*, Chapter 7 (see [Suggested Reference Works](#)).

See also [specific topics](#) in this guide (organized alphabetically).

## Quotations and Quotation Marks

For detailed information on proper treatment of quotations and use of quotation marks, consult *The Canadian Style*, Chapter 8 (see [Suggested Reference Works](#)).

Below you will find some Industry Canada exceptions to *The Canadian Style*, as well as some quotation mark issues that are recurrent in Industry Canada documents.

DO put quotation marks around the titles of the following:

- articles from newspapers, magazines and other periodicals
- lectures, papers, dissertations and theses
- unpublished manuscripts
- songs, short stories, short musical compositions and short poems
- radio and television programs

You can also use quotation marks to set off definitions, words used in an ironic or special sense, and slang or technical terms, but do so sparingly.

DO NOT put quotation marks around the following:

- chapter titles referred to elsewhere in the text of the same document (this is a departure from *The Canadian Style*)
- names of websites

Put commas and periods within closing quotation marks, unless a high degree of accuracy is required (such as in legal documents).

## Semicolons

For more detailed information on proper use of semicolons, consult *The Canadian Style*, Chapter 7 (see [Suggested Reference Works](#)).

Use semicolons in lists if the elements in the list are long and complicated or contain internal punctuation.

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.

You can use semicolons this way in vertical [lists](#) as well, but you may want to consider eliminating them for ease of reading, especially in HTML documents.



## Spelling

Industry Canada's primary source for spelling is the *Canadian Oxford Dictionary*, 2nd ed. (Oxford University Press Canada, 2004). If you cannot find the word you're looking for there, consult the *Gage Canadian Dictionary*, Revised and Expanded Ed. (Gage Educational Publishing Company, 2000).

When the dictionary shows two spellings for a word in the same entry, use the first one. If different spellings of a word are given separate entries, use the spelling from the entry where the word is defined.

Use the spell check feature on your word-processing software, but be aware of any instances where it differs from Industry Canada style.

Here is a quick reference list of commonly questioned spellings. Pay particular attention to capitalization and hyphenation.

All of the listed spellings are from the *Canadian Oxford Dictionary*, except "Métis" and "percent," which are departures from it.

- acknowledgement
- analyze/analyzes/analyzed/analyzing
- appendix (*pl.* appendices)
- e-book
- e-business
- e-commerce
- email
- focus/focuses/focused/focusing
- forum (*pl.* forums)
- fulfill/fulfills/fulfilled/fulfilling/fulfillment
- Internet
- Internet Protocol (IP)
- Internet service provider (ISP)
- judgment
- memorandum (*pl.* memoranda)
- off-line
- online
- on-site
- percent
- (the) World Wide Web
- (the) web
- web browser
- webcam
- webcast
- web-enabled
- weblog
- webmaster
- web page
- web server
- website
- workforce

## Titles of Office or Rank

Consult *The Canadian Style*, 4.08 (see [Suggested Reference Works](#)), for details on capitalizing 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 Stephen Harper, Prime Minister of Canada

The Honourable Jim Prentice, Minister of Industry

Prime Minister Harper

Minister Prentice

The title “the Honourable” is sometimes used in federal government documents for high-ranking officials such as Members of the Canadian Privy Council, lieutenant-governors, judges of the Supreme, Federal and Tax courts, the Speaker of the Senate and the Speaker of the House of Commons. Its usage is somewhat flexible.

The Prime Minister, the Governor General and the Chief Justice of Canada are all referred to as “the Right Honourable.”

Since “the Honourable” and “the Right Honourable” are signs of respect, no person uses such a title to refer to himself/herself (as in, for example, a [signature block](#)).

More on styles of address can be found on the [Canadian Heritage website](#).

For a listing of the current Canadian Ministry, visit the [Privy Council Office](#) website or the [Parliament of Canada website](#).

# Publication Organization and Format

## Front Matter

Present front matter in the following order (not every document will have all of these elements):

- [cover](#)
- [title page](#)
- [copyright page](#)
- [contents](#)
- [list of tables and figures](#)
- [foreword](#)
- [preface](#)
- [acknowledgements](#)

## Cover

Covers always contain the title of the publication.

The cover also presents the corporate “look” of the publication. At Industry Canada, this look normally includes departmental corporate identity symbols. Such symbols are used within the framework of the Federal Identity Program (FIP). For more information, 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.

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

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

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

## Copyright Page

The copyright page (which, in book-format publications, usually appears on the back of the title page) should carry the following elements in the following order:

- message regarding availability in [accessible formats](#)
- contact information for obtaining [additional copies](#)
- 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
- cataloguing in publication [\(CIP\) information](#), if applicable
- [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 logo and Möbius loop. 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.

Click on the links above for details or consult the [sample copyright pages](#) provided.

## Detailed Copyright Page Information

### **Accessible Formats**

Industry Canada provides its publications in accessible formats (e.g. Braille, large print editions, audio cassettes) on demand.

To make this known, include the following information in print and electronic publications, modified as necessary:

This publication is available upon request in accessible formats. Contact:

Multimedia Services Section  
 Communications and Marketing Branch  
 Industry Canada  
 Room 252D, West Tower  
 235 Queen Street  
 Ottawa ON K1A 0H5

Tel.: 613-954-5267  
 Fax: 613-947-7155  
 Email: [multimedia.production@ic.gc.ca](mailto:multimedia.production@ic.gc.ca)

The [Industry Canada Production Guide](#) has more information on providing publications in accessible formats.

### **Additional Copies**

In print publications, include the following message, modified as necessary:

For additional copies of this publication, please contact:

Publishing and Depository Services  
Public Works and Government Services Canada  
Ottawa ON K1A 0S5

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Tel. (local) : 613-941-5995

TTY: 1-800-465-7735

Fax (toll-free) 1-800-565-7757 (Canada and U.S.)

Fax (local) 613-954-5779

Email: [publications@pwgsc.gc.ca](mailto:publications@pwgsc.gc.ca)

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

### **Electronic Formats**

Include the following message in print publications that will be posted on the web:

This publication is also available electronically on the World Wide Web at the following address:  
[www.insertaddresshere.ca](http://www.insertaddresshere.ca)

In PDF publications, this message should specify that the publication is also available in HTML:

This publication is also available electronically on the World Wide Web in HTML format at the following address:  
[www.insertaddresshere.ca](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*.

### ***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 in print and PDF publications:

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For permission to reproduce the information in this publication for commercial redistribution, please email:  
[copyright.droitdauteur@pwgsc.gc.ca](mailto:copyright.droitdauteur@pwgsc.gc.ca)

The permission to reproduce notice is unnecessary in HTML publications, as copyright issues are usually covered in the Important Notices section of any site they are posted on.

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.

### ***Special Copyright Messages***

In some Industry Canada publications, brief acknowledgement 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:

**Acknowledgement**

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.

**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, 2003

**Catalogue Number, ISBN, ISSN**

Use the following format for the Catalogue Number and ISBN or ISSN:

ISBN X-XXX-XXXXX-X    or    ISSN XXXX-XXXX

As a general rule, each stable format of a publication (print, PDF, CD-ROM, Braille, large print, etc.) gets its own Catalogue Number and ISBN or ISSN. For more information, consult the [Industry Canada Production Guide](#)

**Industry Canada Registration Number**

Each format of a publication (print, PDF, CD-ROM, Braille, large print, etc.), except HTML, gets its own IC Registration Number. For more information, consult the [Industry Canada Production Guide](#).

### **Availability in French**

If a publication is printed bilingually, 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 websites 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.

### **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.

For more information, consult the [Industry Canada Production Guide](#).

### **Printed in Canada Logo and Möbius Loop**

The Printed in Canada logo should be used on all printed materials produced by Industry Canada that are printed in Canada. It appears as illustrated below.



The Printed in Canada logo generally appears to the left of the Möbius loop. It always appears with bilingual text; use the English-first version in English publications.

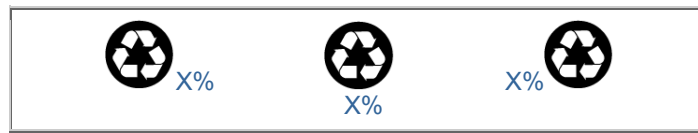
The Möbius loop is the symbol used for claims of recyclable or recycled content. An example of the Möbius loop appears below; ensure there is enough contrast so that the symbol is clear and distinguishable.



If the Möbius loop symbol is used alone (i.e. without a percentage value), it indicates a recyclable claim.



If you are making a claim of recycled content, the percentage of recycled material (i.e. the proportion, by mass, of recycled material in the product) must be stated, either inside the Möbius loop or outside and immediately adjacent to it. See the following examples.



If there is any potential for confusion (e.g. if the cover and inside pages have a different percentage of recycled content) the symbol must be accompanied by an explanatory statement.



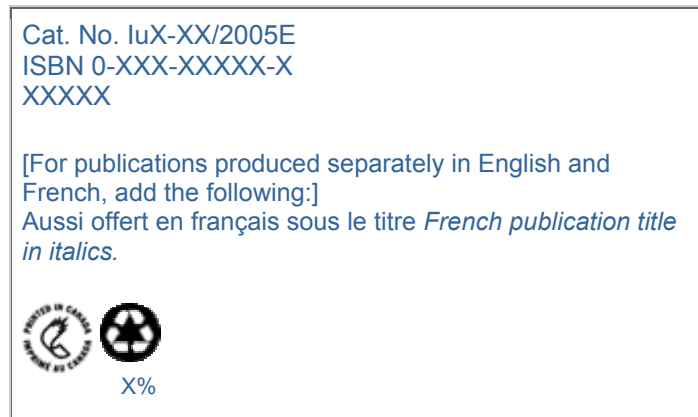
For more details, consult the National Standard of Canada CAN/CSA-ISO 14021-00, *Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)*, available from the [Standards Council of Canada](#).

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

### Sample Copyright Pages

The following sample copyright pages are also available as [downloadable Word files](#).

### Short Publications



## **Book-Format Publications**

For additional copies of this publication, please contact:

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Public Works and Government Services Canada  
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Fax (toll-free) 1-800-565-7757 (Canada and U.S.)  
Fax (local) 613-954-5779  
Email: [publications@pwgsc.gc.ca](mailto:publications@pwgsc.gc.ca)

This publication is available upon request in accessible formats.  
Contact:

Multimedia Services Section  
Communications and Marketing Branch  
Industry Canada  
Room 252D, West Tower  
235 Queen Street  
Ottawa ON K1A 0H5

Tel.: 613-954-5267  
Fax: 613-947-7155  
Email: [multimedia.production@ic.gc.ca](mailto:multimedia.production@ic.gc.ca)

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Cat. No. luX-XX/2005E  
ISBN 0-XXX-XXXXX-X  
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## **Acknowledgements**

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 [foreword, preface or introduction](#) to the publication.

In some cases, particularly in shorter publications, brief acknowledgements may be included on the [copyright page](#).

## **Foreword, Preface and Introduction**

**A foreword** is usually written by someone other than the author. In many departmental publications, the foreword takes the form of a minister's (or other senior official's) message, in which case it would be the first printed right-hand page following the copyright page.

Use the following signature block format for such messages:

<p>Jim Prentice Minister of Industry</p> <hr/>
<p>Tony Clement Minister of Federal Economic Development Initiative for Northern Ontario</p> <hr/>
<p>Richard Dicteri Deputy Minister</p>

Note that "[the Honourable](#)" and similar titles of respect never appear in signature blocks.

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

**An introduction** can be relatively brief, in which case it may be no different from 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.

## **Contents**

Use the title “Contents” and not “Table of Contents.” Do not write the word “Page” at the top of the column of page numbers.

Do not feel obliged to include every level of subheading in the contents, but be consistent; that is, include all of a particular level of headings or none.

Do not include any material that precedes the contents. Do include all main headings and sections (including appendices and other back matter).

Be sure the headings listed in the contents match those in the text, and always double-check the page numbers on the contents page against those in the text.

## **List of Tables and Figures**

Short 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.

## **The Body**

Pay special attention to the following elements in the body of your documents:

- [page numbering](#)
- [headings](#)
- [lists](#)
- [tables and figures](#)

## **Page Numbering**

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

Do not show preliminary page numbering if there are only a few preliminary pages. If there are several preliminary pages, number them consecutively in lower-case Roman numerals (i, ii, iii, iv, etc.), beginning with the title page. Do not show the number on the title page, on the copyright page or on any blank pages.

Always begin your main text 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.

## 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. In short or medium-length publications, elaborate numbering of subheadings (for example, 1, 1.1, 1.2.1, etc.) is usually unnecessary.

There are set standards for the appearance of headings on Industry Canada websites, so there may be variances between the print and electronic versions of the same document. Consult the [HTML Guide for the Industry Canada Departmental Web Site](#) for details.

## Lists

For detailed information on proper treatment of vertical lists, consult *The Canadian Style*, 7.65–7.70 (see [Suggested Reference Works](#)).

Below you will find some list issues that are recurrent in Industry Canada documents.

Listing points by indenting and using bullets (•), numbers or letters makes them stand out more. Numbering or alphabetical sequence can imply ranking, so if you are not listing points in order of importance, it is best to use bullets.

Use a colon to introduce vertical lists.

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 try to be consistent among similar lists within the same publication.

Bulleted lists, especially those with single words or short phrases and those in HTML documents, can appear with no punctuation after the bulleted items (including no period at the end of the list).

Make sure that all items in a vertical list are grammatically parallel. Do not do the following, for example:

<p><b>not</b> The framework should include the following:</p> <ul style="list-style-type: none"><li>• the promotion of pension and benefits portability;</li><li>• to remove barriers to non-standard employment;</li><li>• facilitate worker mobility; and</li><li>• the promotion of training and skills development.</li></ul>
---

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

<ul style="list-style-type: none"><li>• the removal of barriers to non-standard employment;</li><li>• the facilitation of worker mobility; and</li></ul>
--

## ***Tables and Figures***

Make sure that tables and figures are clear and useful to the reader, and that you present information in a consistent manner. Here are some tips.

- Be consistent in using capital or lower-case letters, italics and boldface, and pay attention to the size and weight of type, punctuation in sources and notes, and other details of style and format.
- Make sure titles are short and clearly state what the tables or figures show.
- Number tables or figures consecutively in Arabic numerals (Table 1, Table 2, Figure 1, Figure 2, etc.)
- If there are tables and figures in several appendices, number them using a system that combines the letter of the appendix and an Arabic numeral (Table A-1, Table B-1, Figure A-1, Figure B-1, etc.)
- Keep separate the numbering of tables and figures as well as of maps and other charts.
- Explain in a note any abbreviations used.
- Insert tables and figures 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.
- If you are quoting data from outside sources, note those sources for each table and figure.
- Include at least the organization name, original publication name and year in sources.

Source: Organisation for Economic Co-operation and Development, *Cellular Mobile Pricing Structures and Trends*, June 1999.

Source: Statistics Canada, *Science Statistics*, Vol. 26, No. 5, October 2002.

- If there is more than one source, add a note to the table or figure identifying which data came from which source.
- If the data have been heavily reworked, acknowledge this in the source.

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



## Tables

- Keep tables 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.
- Indicate negative values in a table by a minus symbol or parentheses, but be consistent throughout.
- Indicate *nil* or *unknown* in a table by an em dash.
- If percentage totals do not add up to 100 because they have been rounded off, add a note to that effect.
- A unit of measure that is common to a row or a column should appear in parentheses at the top of the column or at the start of the row.

## Figures

- Make sure figures are visually accurate and easy to interpret.
- Draw companion figures to the same scale so that it is easy to compare them.
- Make sure that each axis in a figure has an applicable unit of measure or description.

## Back Matter

Back matter includes the following (not every document will have all of these elements):

- [appendices and glossaries](#)
- [reference matter](#)
- [an index](#)

### ***Appendices and Glossaries***

An appendix contains detailed or technical information that is supplementary to the main text of a publication, such as explanations and elaborations that are not essential to the text but would be helpful to a reader seeking further clarification, documents (or laws, etc.) illustrating the text, long lists, survey questionnaires, the official minutes of meetings, and charts or tables.

Use capital letters (Appendix A, B, C, etc.) to label a series of appendices.

The first appendix usually begins on a right-hand page.

A glossary may be necessary in some highly specialized texts. Place it as a separate section after any appendices.

A list of acronyms and other abbreviations may also be useful. Put a lengthy list, like a glossary, as a separate section after any appendices. A short list, however, may be placed at the beginning of your text.

## **Reference Matter**

When compiling reference matter, be sure to note correct titles, organization names and other relevant information in both official languages as you work, and include documentation for that information along with your text when you submit it for publication or release. This will greatly simplify the fact checking process.

### **Reference Lists and Bibliographies**

For detailed information on how to format reference lists and bibliographies, consult *The Canadian Style*, Chapter 9 (see [Suggested Reference Works](#)).

Various sources, including [International Standard ISO 690-2](#) and *The Chicago Manual of Style* (see [Suggested Reference Works](#)) offer extensive examples for citing electronic documents in bibliographies and reference lists, although their format and punctuation conventions differ. Choose one style and apply it consistently.

### **Notes**

The most common type of reference matter appearing in Industry Canada documents is notes.

Notes may provide additional information, clarify a point or identify a source. They may appear 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.<sup>1</sup>

Explanatory notes 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.

Source notes, whether for print or electronic documents, should contain enough information for the reader to be able to track down the document cited.

The following examples show the most common kinds of notes appearing in Industry Canada publications, in the Department's preferred format.

Additional information/ Explanatory statement:	1. Appendix B offers a broad appraisal of the current wisdom concerning support for small businesses.  2. The full report is also available online at <a href="http://strategis.gc.ca/S-Tinfo">strategis.gc.ca/S-Tinfo</a> .
Report/ Book:	3. Information Highway Advisory Council, <i>Preparing Canada for a Digital World</i> (Ottawa: Industry Canada, 1997), p. 26.
Newspaper article:	4. Kathryn May, "Soil Erosion Will Cause Food Shortages," <i>The Ottawa Citizen</i> , July 17, 1994, p. 4.
Online article:	5. Steven Chase, "White Collar Crime Growing: RCMP," <i>The Globe and Mail</i> , May 19, 2005, <a href="http://www.theglobeandmail.com/servlet/story/RTGAM.20050519.wxrrcmp19.wxrrcmp19/BNStory/Business">http://www.theglobeandmail.com/servlet/story/RTGAM.20050519.wxrrcmp19.wxrrcmp19/BNStory/Business</a> .
Periodical/ Journal article:	6. Laura Lush, "Fishing," <i>Antigonish Review</i> 68 (Fall 1990), pp. 111–12.
Individual web page:	7. Industry Canada, "Minister's Message," <a href="http://www.ic.gc.ca/cmb/welcomeic.nsf/ICPages/MinisterMessage">http://www.ic.gc.ca/cmb/welcomeic.nsf/ICPages/MinisterMessage</a> .

## **Index**

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

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. For more information, consult *The Canadian Style*, 9.30–9.55 (see [Suggested Reference Works](#)).

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