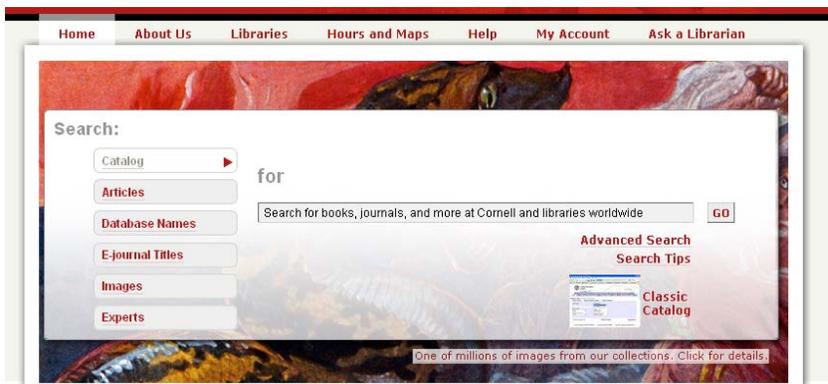


Web Style Guide

Updated January 2013



This is a general guide to the style on the Library's website. Online style differs from print style in many ways — partly because it makes readability on a screen its first priority. This means that online writers should favor reader-friendly techniques like shorter paragraphs, more bullets and more images than traditional text usually has.

Please keep this guide handy when you're editing or creating new pages on our site, and if you see something that isn't following our style, feel free to let me know or tweak it yourself.

If you have any questions, please contact Melanie Lefkowitz at ml19@cornell.edu.
Thanks.

PUNCTUATION and CAPITALIZATION:

Never use all caps or underlining for emphasis. **Bolding** and **italics** are OK but should be used sparingly.

No Harvard/serial commas in lists of three or more. (i.e., "red, white and blue are patriotic colors").

Date/hour ranges: Don't spell out days of the week or use "to," and make sure a.m. and p.m. are lowercased with periods. (Correct: "Mon.-Fri., 10 a.m.-5 p.m.").

No hyphen in **fair use guidelines** or **open access policies**.

PDF, not pdf

Interlibrary Loan, not interlibrary loan or Inter-library loan

Library Catalog, not CU Library Catalog or library catalog

NetID, not netid or NetId

All **numbers** may be digits, no matter their size, but be careful that “1” (one) is not confused with “l”.

website, not Website or Web site. “Web page” should not be used. “Web” is capitalized when referring to “the Web,” but “online” is preferred.

Email or **email**, not e-mail or E-mail

Ebooks or **ebooks**, not e-books or eBooks (see the AP Style manual for more on this)

Homepage, not home page

USING THE WORD “LIBRARY”:

When referring to Cornell University Library, “Library” is **capitalized as a noun, but not as an adjective** (i.e. “the Library is open” vs. “library cards are available from room 116”).

Don’t abbreviate “Cornell University Library” as “CUL.” It should either be the full name or “the Library.”

library card-holders, not Library Card-holders or library cardholders.

librarians, not Librarians

FORMATTING:

Don’t use tabs at the beginning of paragraphs – text should always be flush left. If something needs to be indented beneath a paragraph, it should usually be bulleted.

Use **bullets**, not numbered lists or outline format, unless the list is lengthy or it’s unclear without numbers.

Put one hard return between paragraphs (a **<p> tag, not a
**).

Use <h2> for subheadings. The words in the paragraph below should be a soft return (
, not <p>) beneath them.

Use **one space after a period**, not two.

GENERAL SITE STYLE:

Avoid jargon whenever possible.

- What counts as jargon? Any word that a patron would find even a little confusing. In this iteration of the site, even “circulation” and “reference” count as jargon. This is a gray area – the best rule of thumb is to keep a very basic user in mind, not librarians or members of academic departments who use the Library heavily.

Normal **writing and editing common sense** apply. Use spell check, read over your work and ask someone else to look at your page before publishing.