



# IAIA

INSTITUTE of  
AMERICAN INDIAN ARTS

## **MINI-EDITORIAL STYLE GUIDE**

*v1, revised November 21, 2016*

IAIA Mini-Editorial Style Guide for Easy Reference to  
Common Questions

The full IAIA Style Guide is available on the website

**IAIA.EDU/MEDIA**

## Abbreviations

7 am-5 pm

MA, PhD

GPA

Avoid periods and spaces when possible

*Notable exceptions: e.g., etc., i.e.* require periods

## Acronyms

Spelled out first, then acronym is used thereafter

The Institute of American Indian Arts (IAIA) welcomes you. IAIA is one of 37 Tribal Colleges in the United States.

IAIA Museum of Contemporary Native Art (MoCNA)—o is always lowercase

## Ampersand

Do not use the ampersand (&) as an abbreviation for *and*. Use the ampersand only when it is part of an official name of a company, product or other proper noun.

## Commercial @

Do not use the commercial @ symbol for the word *at*. @ should be used to for email addresses and they should always be in lowercase.

john.doe@iaia.edu

## Capitalization

Words should be lowercase when possible.

No words should be in all caps.

Do not capitalize:

college, the

degrees: doctorate, master's, bachelor's, baccalaureate

email (unless the term appears at the beginning of a sentence, in a heading, or on a form where other entries—such as Address, Phone—are capitalized)

## Academic Units

Capitalize only the complete and official names of colleges, schools, divisions, departments, offices, and official bodies.

Board of Trustees, Associated Student Government, Alumni Council

The Indigenous Liberal Studies Department provides students with a unique educational experience.

## Seasons

Lowercase unless referring to a specific season or title

Spring 2016 College Catalog

The library hosted 2,500 students in Spring 2016.

spring break

## Titles

Use an individual's title before their name when possible.

Use a comma between a person's name and degree.

Performing Arts Visiting Assistant Professor Sheila Rocha, PhD

Capitalize formal titles only when they immediately precede the individual's name. Use lowercase for titles that serve as occupational descriptions.

Visual Arts Professor Jeff Kahm

IAIA President Dr. Robert Martin

writing instructor Helga Schimkat

Do not capitalize the following in titles (unless they fall into one of the previously listed categories):

articles (a, an, the), unless they are part of a proper noun

conjunctions of fewer than four letters (and, but, or, for, nor, so, yet)

prepositions of fewer than four letters (on, of, to, by)

IAIA Academic Dean Charlene Teters Nominated for the  
Women's Caucus for Art 2017 Lifetime Achievement  
Award

Native terminology, tribes and tribal affiliation are always capitalized.

Indian

Indigenous

Native American or Native

Navajo or Diné (at individual's discretion)

Hopi or the Hopis

## Alumni References

Alumnus: a male graduate or former student

Alumnus Kevin Locke (Leech Lake Ojibwe) '13

Alumni: plural of alumnus but can also be used to refer to a group of men and woman graduates/former students

Alumni of the IAIA MFA Creative Writing program

Alumna: a woman graduate or former student

Alumna Rose Simpson (Santa Clara Pueblo) '07

Alumnae: plural of alumna

IAIA Alumnae Patricia Michaels (Taos Pueblo) '89 and  
Melissa Shaginoff (Chickaloon/Pyramid Lake) '16

*(Typically, Alumni would be capitized when used as a title before a person's name.)*

## Numbers

Use a combination of figures and words with numbers in the millions and larger.

The college received a grant for \$3.7 million.

### Spell Out One Through Nine

There are four librarians available to help you.

### Use Figures for 10 and Above

ASG recognized 30 students for outstanding leadership.

*Notable exceptions:* Spell out a number when it is the first word of a sentence and spelling out large round numbers

One hundred students were awarded scholarships.

She gave the museum more than two-hundred thousand artifacts.

**Plural numbers** are plural nouns, therefore add an *s* or *es* at the end (no apostrophe).

sixes and sevens

**Dates** should be expressed and punctuated as follows:

the mid-1970s, *not* the mid-1970's

On August 18, 1959, Winona LaDuke was born.

In October 1929 the stock market crashed.

## Preferences

### Articles

Use the article *a* (instead of *an*) before words beginning with a consonant sound /u/ sounding like “y,” and /o/ sounding like “w.”

a unicorn

a one-legged man

Use *an* before words beginning with a vowel sound including unsounded /h/.

an honorable peace

an IAIA course

### Academic Degrees and Class Year

Include a student’s tribal affiliation, if applicable, in parenthesis after their name.

Do not use a comma before class year.

Joe Joe (Diné) ’16, MFA ’17

### Preferred Fonts

Arial

Helvetica

Trade Gothic

### IAIA Specifics

Institute of American Indian Arts, not the institute

IAIA Museum of Contemporary Native Art (MoCNA) *IAIA* always *precedes Museum of Contemporary Native Art (MoCNA)*

“IAIA” should always precede a place or program

IAIA Continuing Education or IAIA Digital Dome (not Digital Dome at IAIA)

## Phone Numbers

Area code in parenthesis, single space after, first three digits separate last four digits. (*Exception is periods on business cards.*)

(505) 424-2300

## Spacing

No double-spacing between sentences

No spaces surrounding hyphens (-), en dashes (–), or em dashes (—)

## Tribal Affiliation

Included after individual's name in parenthesis, with tribe capitalized. (*Exception is on business cards where tribal affiliation is italicized.*)

Mary Joe (Diné)

## Words

checkout (noun)

check out (two words as a verb)

email (not e-mail or Email)

full time: hyphenate only when used as an adjective immediately before a noun

GPA: need not be spelled out on first use

midterm

off campus (preposition plus noun)

off-campus (adjective; hyphenated when it immediately precedes a noun)

on campus (preposition plus noun)

on-campus (adjective; hyphenated when it immediately precedes a noun)

okay (*not* OK)

online (*not* on-line)

web, website, web page, World Wide Web

## URLs

Three-part URLs only, no http://

www.iaia.edu or catalog.iaia.edu

*(Exception is when copying and pasting complete URLs.)*

## Punctuation

### Apostrophes

Use 's for nouns ending in s:

Speedy Gonzales's cheese

### Colons

Use a colon to introduce a series or a list, especially a list preceded by *as follows* or *the following*.

Use a colon to introduce an explanatory phrase or sentence. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

Students should bring the following items: laptop computer, notebook, and business cards.

The message was clear: Students must not be overburdened by bureaucracy if they are to enjoy a fulfilling educational experience.

### Commas

Serial commas (use comma before “and” in a series of three or more)

diligent, well-meaning, and oppressed

No comma before &

No comma before short phrases unless necessary for clarity:

In 1990, secret meetings attracted workers. (1990 could be mis construed as an adjective)



## Em dash (—)

Best limited to two appearances per sentence; use cautiously

May be used in place of commas

Everything I saw in front of me—from stucco to the vigas—reminded me of my home.

May be used in place parenthesis

After editing the student's errors—all 124—the teacher returned the research paper.

May be used in place colons to emphasize the end of a sentence.

To improve their health, Americans should critically examine the foods that they eat—fast food, fatty fried foods, junk food, and sugary snacks.

*Word shortcut:* type two hyphens next to each other without a space will convert to an em dash

## En dash (–)

Connects things that are related to each other by distance, specify any kind of range such as page citations

the May–September issue of a magazine  
(147–148)

Used to connect a prefix to a proper open compound

pre–World War II

*Word shortcut:* Enable number lock, “CTRL + Minus”

## Hyphens (-)

The hyphen connects two things that are intimately related, words functioning together as a single concept or work together as a joint modifier

eye-opener, free-for-all, three-fourths

Use a hyphen when forming nouns, adjectives, and verbs that indicate occupation or status

co-author, co-worker

Used in compound nouns and simple compound adjectives that precede the noun they modify

hunter-gatherers

sky-blue paint

The family's money-saving strategies helped them build their savings.

If the compound adjective follows the noun, the hyphen is omitted

The paint is sky blue.

Necessary component of the numbers 21 through 99

She studied for twenty-two hours without sleep.

### **Quotation Marks**

Commas and periods, whether or not they are part of the material quoted, belong inside quotation marks

History is stained with blood spilled in the name of "civilization."

Question marks (?), exclamation points (!), and semi-colons (;) belong inside quotation marks if they are part of the quoted text; otherwise, they belong outside the quotation mark.

Joe asked, "Do you need this book?"

Does your teacher always say to her students, "You must work harder"?

Smart quotes (" ")—curly quotation marks—are preferred over straight quotes (" "). This can be chosen as an option in Microsoft Word.

## Et Cetera

The Institute of American Indian Arts (IAIA) Brand is rooted in the organization's dynamic tradition of contemporary arts and its unique focus on Native cultures. These strengths are communicated through a consistent system of visual elements. IAIA's modern, understated logo, and its variations are designed to blend well with clean, contemporary designs. Preferred layouts should use bold colors and ample breathing space to keep strong artwork and images in the forefront, letting the vibrant culture of IAIA speak for itself.

As part of the IAIA community, you play a crucial role in protecting the integrity of the IAIA brand. These guidelines have been established to ensure the brand is always presented in a clear and consistent manner. While creativity is always encouraged, your attention to these guidelines when developing IAIA materials of any kind or type will help maintain IAIA's strong public image.

## Official Logos

Refer to the full IAIA Style Guide for proper use. Official IAIA logos and variants, along with the official style guides, can be viewed and downloaded at [www.iaia.edu/media](http://www.iaia.edu/media).

## Email Signatures

All email signatures should be set in an Arial or Helvetica font. The signature and related information should be presented in the order and style shown here. All type in the signature should be the same size, and except where noted, the color should be black and the font style regular.

Use of MS Outlook stationery, other themes, background design elements, other fonts or font styles are strongly discouraged.

**Employee Name**, *Tribal Affiliation*

Title

Department

**Institute of American Indian Arts**

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**P** (505) 424-2300

**E** [address@iaia.edu](mailto:address@iaia.edu)

[www.iaia.edu](http://www.iaia.edu)

*IAIA's Mission: To empower creativity and leadership in Native arts and cultures through higher education, lifelong learning and outreach.*

## **Notes**

If you need assistance interpreting this guide or you have feedback, please consult the Marketing and Communications Department at [communications@iaia.edu](mailto:communications@iaia.edu).