



EDITORIAL STYLE GUIDELINES

The editorial guidelines are a set of rules and standards for Sayre School's written content to ensure consistency, quality, and adherence to its brand voice.

September 2025

ABBREVIATIONS

CITY AND STATE

Spell out the state in the body of an article, even when accompanying the name of a city.

ACADEMIC DEGREES

In text, use bachelor's degree or bachelor's rather than B.A. or B.S.; master's degree or master's rather than M.A. or M.S.; doctoral degree or doctorate rather than Ph.D. or Ed.D. Use an apostrophe in bachelor's degree and master's degree. An associate degree or a doctoral degree, however, does not use an apostrophe. There is also no apostrophe in Bachelor of Arts, Master of Science, etc.

Use no capitals when referring to degrees in general terms (bachelor's, master's, doctorate, associate degree) but always capitalizing specific degrees (Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, Master of Business Administration).

ACRONYMS/USE OF SAYRE SCHOOL

Spell out an acronym the first time you mention it, followed by the acronym in parenthesis. Use the acronym for all references thereafter.

- Sayre Athletic Complex (SAC)

Use "Sayre School" the first time in a report. After the first time, use "Sayre."

When referring to Sayre School without its name, use "the school" rather than "the School." Likewise, refer to Sayre School as "it."

- "Sayre School and its students..."

CAPITALIZATION

Capitalize school names and departments. Do not capitalize if you are not saying the full department name. The school name (Sayre School), the mascot (Spartans), and Board of Trustees are always capitalized. However, "the board" is not a proper noun and is not capitalized.

The only school subjects that should be capitalized are languages, such as English, Spanish, French, etc., unless referring to a specific class.

Capitalize job titles when used immediately before a name. Lowercase job titles in other cases. Only use a comma if you are using the job title as an identifier.

- Head of School Stephen Manella" but not "the head of school."

Capitalize the names of departments, divisions, and offices when using their full, official titles.

- "The World Languages Department philosophy is rooted in..."

If a committee is long standing, capitalize its full name.

- "The Finance Committee meets weekly to..." If it is a short-term committee, it is not capitalized. For example, "The search committee will need to consider..."

Capitalize the following in a title:

- All nouns
- All verbs (including “is,” “are,” and “will be”)
- All words of four or more letters
- The first word or letter: “A Gift for Many”

Capitalize any official, titled locations in the school such as “C.V. Whitney Gymnasium,” or “Thomas A. Grunwald Buttery,” or “Sayre Athletic Center.”

DATES, TIMES, NUMBERS

DATES

Always follow a full date with a comma.

- The event occurred on March 12,1854, and will be held again next year.

When possible, include the day of the week, followed by a comma. The year does not need to be included if you are talking about the current calendar year.

- The due date is Friday, December 12.

Never put a comma between the month and the year when the day is omitted. Also note that the year does not need to be followed by a comma when only the month and year are included.

- March 1854 was very cold.

Spell out all months online. It makes text more accessible for screen readers and machine translations.

TIMES

Use lower case “a.m.” and “p.m.” with periods. Hours are written without zeros.

- 6:35 p.m.
- 6 p.m.

If a time frame is indicated, it should be written 6-8 p.m. or 6 to 8 p.m. When using a dash, no spaces are needed between the numbers and the dash.

If a time frame covers both a.m. and p.m., it should be written 11:30 a.m. to 1 p.m. or 8 a.m.-4:30 p.m. Do not repeat the letters if both times are in the morning or if both times are in the afternoon.

NUMBERS

Generally, spell out one through nine. Use figures for 10 or above and if it precedes a unit of measure or refers to ages of people, animals, events, or things.

- He studied in France for eight years.
- She is 8 years old.

Use hyphens when ages are written as adjectives.

- A 3-year-old girl is playing on the playground.

Never start a sentence with a numeral.

When referencing a span of years, use a hyphen (without spaces) and use only the last two numbers of the second year. If the years span different centuries, use all four numbers of the second year.

- 2025-26
- 1854-2026

Do not use suffixes with dates.

- The party is scheduled for March 12.

PUNCTUATION

AMPERSANDS

Don't use an ampersand unless it's part of a company or brand name.

- Health and Nutrition
- Barnes & Noble

COMMAS

Use a serial or Oxford comma.

- The colors for Sayre School are navy, yellow, and white.

HYPHENATION

Use a hyphen (-) without spaces on either side to connect words into single phrase or to reference a time span.

In most cases, do not use hyphens when talking about what grade a student is in. The only exception is if there is a number nearby that will make the sentence confusing.

- He is a first grader.
- They are in first grade.
- There were six first-grade girls in the group.

Common phrases are hyphenated only when they are adjectives.

PARENTHESES

The ending punctuation goes after the parentheses.

- David looks very healthy (and happy).

PERIOD

Add only one space after a period.

UNDERLINE

Underline book titles and use italics for shorter stories, articles, and the such.

QUOTATION MARKS

Always put the comma and period inside of quotation marks.

If posting a stand alone quote, use an em dash before the author's name.

- "Quote." — Author

DOCUMENT STRUCTURE

Single line between paragraphs and do not indent new paragraphs.

SCHOOL FONTS, FONT SIZE, AND COLORS

Refer to the logo Standards and guideline for the official Sayre School Make your mark and Spartan Head graphics.

SCHOOL FONTS

Official: Alita Pro and Brandon Grotesque

Alternate: Gotham

COLORS

- Yellow - PMS 295, C-0, M-19, Y-100, Hex #ffc000
- Navy - PMS 116, C-100, M-82, Y-35, K-33, Hex #002e5f

Use black font color when writing a report or article.

FONT SIZE

Font sizes may vary depending on the project—whether it’s online, in print, or limited by available space. For consistency, please follow these guidelines:

- Heading = 16 points
- Subheading - 12 points
- Paragraph = 10 points

WRITING TIPS

KEEP IT SHORT.

This is especially critical for any writing that will appear online. If brevity is not possible, organize your text into easily digestible sections.

WRITE CLEARLY AND CONCISELY.

Get to the point quickly. Limit each paragraph to three to five sentences, encompassing a few ideas at most.

ADD VISUALS.

Excluding emails, letters, and other business communications, add photos, videos, and other graphics to your text. Visuals increase reader engagement and help reinforce the information.

USE AN ACTIVE VOICE.

Don’t: The report was administered by the steering committee last week.

Do: The steering committee administered the report last week.

CHECK YOUR SPELLING AND PROOFREAD.

Check your spelling, grammar, and punctuation. Read your work out loud, too, so you’ll know how it will sound to your readers. If time allows, have someone else proofread your writing.