



UVic Style implementation guide

UNIVERSITY OF VICTORIA EDITORIAL STYLE GUIDE NOVEMBER 2006

WHY SHOULD WE ADOPT UVIC EDITORIAL STYLE?

It supports effective communication.

Use of UVic style helps you avoid inconsistencies in spelling, capitalization and other editorial matters that distract readers and undermine the impact of our communications.

It makes your job easier.

In writing or editing a document, you have thousands of stylistic decisions to make and to keep consistent. The UVic style guide provides direction for making these decisions.

It's part of a university-wide initiative.

The UVic style guide was produced with the approval of the university executive as part of a broader effort to support standards of quality and consistency in the university's communications. The university has adopted it as the official editorial style for use by administrative and academic units.

WHAT COMMUNICATIONS DOES IT APPLY TO?

UVic style applies to written print and electronic communications issued by UVic academic and administrative units or individuals acting in their official university capacity. This includes promotional, marketing and general written communications materials, official correspondence and submissions to university governing bodies. It is not intended to apply to teaching, scholarly or research texts.

WHEN DO WE SWITCH OVER?

You should adopt UVic style as soon as possible as long as there are no significant challenges or undue burdens posed by the change. If adoption of UVic style poses particular difficulties, the publications officer can help you create an implementation plan.

When you create new communications pieces or substantially revise existing pieces, please adhere to UVic editorial style.

In the case of websites, it may be preferable, in order to maintain consistency, to await an opportunity to apply UVic style to an entire site or section of a site rather than do so on a page-by-page basis.

WHAT IF WE NEED MORE FLEXIBILITY?

The style guide allows some flexibility for specialized types of communication and for various levels of formality.

We recognize that there will be instances when it would not be practical to adhere to UVic style; for example, when it is necessary to refer to or otherwise conform to style used by third parties.

If you need an exception to following UVic editorial style in a particular instance, please contact the publications officer, who will consult as appropriate with the UVic editorial style guide committee. If agreement cannot be reached, the question will be brought to the appropriate dean or vice-president.

WHERE CAN WE GET HELP?

For queries on specific points of style, to make comments or provide feedback on the style guide, email style@uvic.ca or phone UVic communications at 721-8587 or 721-7640.

To request information or assistance in implementing UVic editorial style, or to request a variance from UVic style standards, contact the publications officer: email robie@uvic.ca, phone 721-7640.