

Museum of Science Fiction Style Guide

updated: September 3, 2014

Awesome Con

Comic-Con International

composition titles – applies to book titles, game titles, movie titles, opera titles, play titles, poem titles, song titles, television program titles, and the titles of lectures, speeches, and works of art

- Capitalize the principal words, including prepositions
- Capitalize an article (the, a, an) if it is the first or last word in a title
- Do not capitalize conjunctions unless they are the first or last word in a title
- Do not put quotation marks around the names of all works. Use italics

DC – in all cases (see state names); when referring to the city, always include Washington in the name (never “in DC” but “in Washington, DC”)

DC Public Library

DC Public Schools

DreamHost - one word, camel case

eBay - capital B

email – one word, no hyphen

501c(3) – MOSF’s nonprofit organization IRS tax designation

Facebook

Founding Colonist – name of original Indiegogo crowdfund donors who contributed \$15 or more

fundraising, fundraiser – one word

Grunley or Grunley Construction Company - not Grunley Construction

Newmark Grubb Knight Frank

internet is lowercase

MOSF – is capitalized, do not use (the) preceding “MOSF;” usage is to be avoided in text and instead reserved for headlines or space-limited fields

months – spell out when using alone or with a year alone; abbreviate when used with a specific date; always abbreviate to the first three letters only (Sep. not Sept.)

movie titles – see composition titles

museum – lowercase when used alone and not referencing the Museum of Science Fiction

the Museum – capitalized when referring to the Museum of Science Fiction or the Preview Museum

Museum of Science Fiction

nonprofit – one word

OMNI – all uppercase (OMNI Reboot)

periods – use only at the end of complete sentences, not sentence fragments; periods are not used after URLs ending a sentence, ie. www.museumofsciencefiction.org

Pioneer Fund – name of MOSF capital campaign

Preview Museum – capitalized

Prospectus – P is uppercase when part of a proper document title, such as “Prospectus 2015” or when referring to the Museum’s Prospectus

quotation marks – punctuation goes inside of quotation marks

Science Channel

science fiction – no hyphen between the words science and fiction in all uses

sci fi, sci-fi, and SF are never used in external or official communications originated by the Museum of Science Fiction

SmithGroup - one word, camel case

Skype

state names – use the two-letter Postal Service abbreviation in all cases when preceded by a city name; spell out state names when they stand alone in text

STEAM – spell out on first use (science, technology, engineering, arts, and math)

STEM – spell out on first use (science, technology, engineering, and math)

TV – always spelled out as “television”

Twitter

URLs – will include (www) where appropriate, ie. www.museumofsciencefiction.org

Washington, DC – no periods in DC (see state names)

web – lowercase

webpage – one word

website – one word

Grammar

serial comma – for example, (red, white, and blue)

Titles – movie, book, and television titles should be italicized