



NSP Style Guide

Fonts

NSP uses the following fonts for all correspondence and communications. Do not use the default Microsoft Office fonts (Calibri) except in Outlook. You can change the default font in Word, Excel, and PowerPoint by creating a new Normal.doc template:

- Times New Roman
- Melior
- Tahoma
- Avenir

Publications titles

All names of publications should be italicized. Below are some common listings, with the correct names of each:

- *Ski Patrol Magazine*
- *The Sweep*
- *Sweep Deals*
- *Direct Line*
- *National Ski Patrol Catalog*
- *Outdoor Emergency Care Fifth Edition*
- *NSP Policies and Procedures*
- *Outdoor Emergency Care Refresher Workbook Cycle _____*
- *Outdoor Emergency Care Instructor Guide Cycle _____*
- *Mountain Travel and Rescue Manual*
- *National Ski Patrol: Samaritans of the Snow*
- *Ski Patroller's Manual, 14th Edition*

Video titles

For titles of videos, use italics:

- *Life of a Patroller*
- *Snow Guardians*

Online entries

For online titles, we generally use quotation marks to describe most pages on the website. There are some exceptions, such as the NSP Pro Deals Page. Note that these quote marks are to describe sections of the website. In general, hew to the following guidelines:

- "Member Services"
- "Board News"
- "Member News"
- "Education"
- "Safety"
- NSP Online Store
- NSP Pro Deals Page

In common usage, a way to write this would be:

Click the "Sign In" button to log into "Member Resources" on the NSP website and view the NSP Pro Deals Page and NSP Online Store. From the "Member Landing" box on the "Member Services" page, click "NSP Pro Deals" to check out the many amazing NSP pro deal offerings, or click the "Shop the New NSP Catalog" button to shop the NSP Online Store.

NSP Programs

Avoid ampersands. Spell out on first reference; after that you can abbreviate.

- Outdoor Emergency Care Program (OEC on second reference)
- Outdoor Emergency Transportation Program
- Avalanche Program
- Mountain Travel and Rescue Program (MTR on second reference)
- Nordic/Backcountry Program
- Senior Program
- Women's Program
- Young Adult Program (YAP is being phased out; please do not abbreviate!)
- Mountain Host Program
- Alumni Program

Titles and Capitalization

We follow Associated Press Style for professional title usage. In general, this means to only capitalize a title if it precedes a name; if the title stands alone, or comes after the name, lowercase it. For NSP divisions and regions, only capitalize when it is the formal title of the division or region. For committees, capitalize on first reference. For departments, use lowercase. Also, use adviser and advisers, not advisor/advisors. Board of directors is always lowercased. Here are some examples:

- Executive Director Meegan Moszynski (or Meegan Moszynski, executive director of NSP)
- education department, marketing department, communications department
- Governance Committee, the committee
- Eastern Division
- Ohio Region
- Alaska Division director

- Intermountain Division Director Kevin Johnson
- NSP divisions
- NSP regions
- region adviser, region supervisor, region director
- division adviser, division supervisor, division director
- Central Division OEC Supervisor Susan Hayes
- NSP National Avalanche Program Director Ed Carlson
- National Medical Adviser David Johe, M.D.
- board of directors, the board
- Board Chair Jim Woodrum
- Assistant Board Chair Bill Sinykin
- board member Ken Kramer

Other Capitalization Issues

Capitalize ski patrol if it is a formal patrol title. Capitalize mountain host if it is a formal mountain host unit. Do not capitalize before a name.

- Arapahoe Basin Ski Patrol
- Winter Park patroller Melanie Hood
- Jackson Hole Mountain Hosts
- Beech Mountain mountain host Tim Howard
- The local ski patrol
- NSP alumni (or alumni member)

Other common terms and organizations

- snow sports
- telemark
- Nordic
- alpine
- snowboard
- SnowSports Industries America (SIA on second reference)
- National Ski Areas Association (NSAA on second reference)
- National Association of State EMS Officials (NASEMSO on second reference)
- U.S. Forest Service (USFS on second reference)
- National Park Service (NPS on second reference)

States, Cities

AP Style for all states; this changed recently, so spell out all state names in text usage, but you can abbreviate some state names in datelines. Lowercase "state of" constructions. Four states, Kentucky, Virginia, Pennsylvania, and Massachusetts, are technically commonwealths. For cities, generally write the state after the city, separated by a comma, and then another comma after the state name (unless it ends a sentence). Examples:

- Vail, Colorado
- Moab, Utah
- Jackson Hole, Wyoming

- Portland, Oregon
- Buffalo, New York
- Montpelier, Vermont

Two sentence examples:

She was born in Breckenridge, Colorado, then left the mountains to go to college.
After finishing college, he moved to Portland, Oregon.

Some cities stand alone, without a state after the name. Some of the more common cities that stand alone that also have populations of skiers are:

- Atlanta
- Boston
- Chicago
- Cincinnati
- Cleveland
- Denver
- Detroit
- Indianapolis
- Las Vegas
- Los Angeles
- Milwaukee
- Minneapolis
- New York City
- Philadelphia
- Phoenix
- Pittsburgh
- Salt Lake City
- San Francisco
- St. Louis
- Washington, D.C.

Some others include Dallas, Houston, Miami, and New Orleans.

Punctuation

Punctuation could be an entire document on its own. A few notes:

- **Hyphens:**
 - Hyphenate compound modifiers, except the adverb very and those that end in ly; this extends to instances when the hyphenated compound modifier comes after the subject of the sentence: i.e. full-time job, the woman is quick-witted; a very green dress, 21-ounce bottle. Use the longer dash, e.g. —
- **Possessives:**
 - Use an 's for possessives; for proper names ending in s, just use the apostrophe, for common words ending in s, use the 's unless the next word begins with an s: girl's toys, hostess's invitation, witness' story, Achilles' heel, Dickens' novels.

- **Quotes:**
 - Put all punctuation, such as periods and commas, inside quotation marks. If your quote is broken into two paragraphs, do not close quote the first paragraph, but do open quote the second paragraph, i.e.:

"Does this make sense?" she asked. "I hope so, because it is not that difficult.

"However, I could see how the close quotes could be possibly confusing. Hopefully this second paragraph makes it clear."
- **Commas:**
 - For commas, we deviate from AP and use Chicago Manual of Style. In other words, we still use the serial comma, as in: the patrol, the ski resort, and the ski area operator.

Numerals

In general, spell out numbers one through nine, use figures for 10 and above, when the numbers refer to a sequence in time or location. If a number starts a sentence, either spell it out, or better, rework the sentence so the number is the second word in the sentence. Use figures with percent, distance (miles/kilometers etc.), money (\$5), weights (4 ounces), and ages (5-year-old girl). Use a comma in thousands. If you use th or rd in a numeral, do not use superscript.

- 6 percent
- The '60s, the '90s
- 80 F, 5 degrees, minus 10 C
- 11 a.m., 2 p.m., 5 o'clock
 - I'll be there in five hours and 15 minutes.
 - She cross the finish line two seconds faster than the second-place finisher.
- 10 hours, 12 minutes, and three seconds from now
- \$3 million, 2 billion people
- 1,000, 50,000, 300,000
- Page 1, Page 10
- 6 pounds, 5 ounces
- 5 feet 10 inches tall, 5-foot-6-inch woman
- 21 years old, 30-year-old woman
- Size 8 dress
- 10 cents, \$10
- 75th
- 60 mph, winds of 20 to 30 mph

Dates

Use a comma in full dates after the day and year, no comma otherwise. Abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when used in a specific date. Avoid modifiers like th and rd in dates.

- Feb. 4, 2012
- February 2013
- April 10, 2012
- September 2013

- In March 2013, the board met.
- On April 10, 2014, NSP's PEC conference will kick off.

Bulleted lists

We go old school; use a semicolon after each entry in a bulleted list that follows a sentence introduction. In the second to last entry, add "and" then add a period on the final line, i.e:

NSP offers you:

- Pro deals on gear;
- Cutting-edge publications;
- The best training in ski patrol operations; and
- Camaraderie with other patrollers.