

The Government of Yukon Style Guide

**Standards to follow when
writing for the government**

**Executive Council Office
April 2012**



The Government of Yukon Style Guide

Contents

1. About this guide	1
Who is the guide for?	1
Does everyone have to use this guide?	1
How do I provide feedback?	1
2. How to use this guide	2
3. Writing for the right audience	3
4. Plain language	4
5. The A to Z of Yukon style	6
Acts and regulations	6
Addresses	7
Apostrophes	7
Appendices	7
Bills.....	7
Bullet point lists	7
Capital letters (case)	7
Governments	7
Other government words	8
Ministers	8
Job titles	8
Commas.....	9
Dashes and hyphens.....	10
Dates.....	11
Departments.....	11
e.g. and i.e.	11
First Nations	12
Fonts	12
Government of Yukon	13
Headings	13
Hyphens	13
ISBNs and ISSNs.....	13
Job titles	14
Links.....	14
Media advisories	14
News releases.....	14
Numbers.....	14
Outside.....	14
Periods	15
Photographs.....	15

Platform.....	15
Regulations	15
See acts and regulations.....	15
Spellings.....	16
Telephone numbers	16
Territory.....	16
Titles.....	16
Who.....	16
Yukon	17
Yukon government.....	17
6. News release style	18
Ampersands	18
Backgrounders	18
Case.....	18
Job titles	18
Contacts.....	19
Dashes.....	19
Dates.....	20
Format.....	20
French in an English news release.....	20
Headings	20
Hyphens	20
Joint news releases.....	20
Links.....	21
Lists and tables	21
Page numbers.....	21
Photographs	22
Quotes.....	22
7. Spelling Yukon words	23
Associations and non-government organizations.....	24
Businesses.....	24
Events	25
Facilities and buildings	25
First Nations	25
Municipalities.....	25
Place names.....	26
Protected areas (designated or *awaiting designation)	26
Departments.....	26
Economic Development.....	26
Energy, Mines and Resources.....	27
Environment.....	27
French Language Services Directorate	27
Health and Social Services.....	27
Highways and Public Works	27
Tourism and Culture	27

8. Inclusive language	28
First Nations	28
Forms of address	28
Roles and professions.....	29
Objects	29
Parallel treatment	29
People with disabilities	30
She and he	30
9. Writing for the web	31
10. Writing technical and scientific reports	32
References and citations in the text	32
References in a sentence.....	32
References that support the text	33
References to more than one concept	33
Citing pages or volumes.....	33
Citing authors of more than one article or publication	33
Acknowledging work without an individual author	34
Referring to unpublished data and personal communication.....	35
Reference or literature cited list.....	35
Sequence	35
Format.....	35
Types of entries.....	36
Tables and figures.....	39
When to use an appendix.....	40
References for report writing	40
11. How to use the wordmark	41
About the wordmark	41
Size	42
When there is more than one department	42
Colour.....	43
Position	43
Forms	44
Font.....	44
12. Design tips	45
13. Contact us	46

1. About this guide

The Government of Yukon communicates with many different people in many different ways.

This style guide was designed to help you communicate effectively with your audiences, maintain a consistent standard and save you the trouble of deciding how to spell or format something.

This guide applies to all writing for the government. We understand there are different formats with their own specifications and styles—emails are different from letters, Cabinet submissions are different from reports, brochures and advertising material couldn't be more different from scientific articles. But the standards outlined in this guide will help the Yukon government maintain consistency across all formats and all departments.

A style guide is particularly helpful when more than one person is involved in writing something, which is often the case for government workers.

Who is the guide for?

This guide is for all Yukon government staff. You can share it with public corporations, contractors and businesses to ensure they follow Yukon government style in the work they do for you. You can also share it with other organizations, governments and municipalities.

Does everyone have to use this guide?

Yes. We need to maintain a consistent, professional standard as a government and be as clear as we can.

Use this guide as much as possible, particularly when you're writing for the public.

If you find you need to use specialized language, it is a good idea to include a glossary in your document to help people who are new to the subject understand your terminology and ensure that everyone has the same understanding of the terms you use.

How do I provide feedback?

If you have any comments or suggestions for changes, email ecoinfo@gov.yk.ca.

The date of the next full review of this guide is February 2013. However, we will be able to make minor changes before then.

2. How to use this guide

When you are writing or editing:

- Follow what's in this guide first.
- If it's not there, go to the most recent edition of the [Canadian Press Stylebook](#) and [Canadian Press Caps and Spelling](#).
- If what you're looking for isn't there, go to the *Canadian Oxford Dictionary*.
- If it's not there, go to [The Gregg Reference Manual](#) (Canadian edition)
- If it's not in *Gregg*, go to the *Chicago Manual of Style*
- If you still can't find what you're looking for, go with what you think is right or talk to your department's communications staff.

Another useful resource is the federal government's [The Canadian Style: a Guide to Writing and Editing](#).

You can buy the *Canadian Oxford Dictionary* through Yukon government [Central Stores](#). You can also purchase online subscriptions to some of the books referenced in this guide, while others may be purchased or ordered from local book stores.

Scientific and technical writing

For scientific and technical writing, read [writing technical and scientific reports](#). This section also includes guidance on references and citations.

3. Writing for the right audience

As a government, we have promised to communicate clearly and effectively with the public we serve. Always keep your reader in mind. People seldom complain if something is too easy to understand. You are much more likely to get complaints if people misinterpret or are confused by what you've written.

Here is a checklist of questions to keep in mind when you are writing:

- Who is reading my document?
- What is most important to them? What are they concerned about?
- Are they already familiar with the issue I'm dealing with?
- Will they be interested in what I'm saying?
- What is the best way to present the information to make it easy to understand?

When you prepare letters or other documents for someone else to sign, such as a minister, make sure you focus on the reader's needs while still respecting the tone or approach of the person for whom you are writing.

4. Plain language

“Plain language” is writing that is easy to understand. Our [communications policy](#) says we must use plain and inclusive language in all government communications, including legislation and regulations.

The more clearly you write, the longer you keep your reader’s attention and the more they will remember.

If you need to use specialist language, include a glossary with clear definitions in your document.

Myth: Plain language means writing at an elementary school level.

Fact: Plain language means writing clearly and as simply as suits the context of the work. It involves more than just writing, it is also reader-friendly presentation.

Myth: Plain language is impossible in professional fields where words have precise meaning.

Fact: Plain language supports precision. People who write in plain language have to think more clearly about the message they want to convey. This process improves even the most complicated topics. If you need to use specialist language, make sure you also include a glossary in your document.

Myth: You don’t have to worry about plain language if you’re writing for a highly educated audience.

Fact: Just because someone can understand a dense college textbook doesn’t mean they’ll give the same concentration and dedication to the documents you’re writing. You want people to read what you have written and evidence shows that plain language is more enticing, even to highly educated professionals and specialists. It’s better for everyone.

Four fundamentals

1. Use familiar words.
2. Shorter sentences (under 25 words) are usually easier to read but the object of plain language is not simply short sentences. If a longer sentence works better, make sure you keep nouns and their verbs close together. Avoid unnecessary words and phrases (e.g., any and all, ready and able). Avoid wordy phrases (e.g., at this present time) and double negatives (e.g., I don’t disagree).

3. Use an active voice so that it is obvious who is doing the action in a sentence. It's often better to use "you" rather than write about the reader in the third person ("she").

Passive: The permit will be sent to the applicant.

Active: Someone will send you the permit.

Passive: Cabinet is being requested to authorize a decision allowing the removal of surplus and unnecessary equipment from the department-owned marshalling facility off of Main Street.

Active: The Department of Administration seeks Cabinet's approval to remove surplus equipment from our storage yard on Main Street.

4. Arrange information in a logical order. Government documents aren't mystery novels—don't hold back on key information until the end. Give your readers the information they want or need as soon as possible. If your topic is complicated, provide examples and use diagrams and headings.

5. The A to Z of Yukon style

Yukon government style addresses questions ranging from how we refer to our territory to how many spaces to put after a period. Topics are organized alphabetically.

If you can't find it here, go the *Canadian Oxford Dictionary* and the *Canadian Press* books.

Also see [spelling Yukon words](#).

Acts and regulations

The first time proclaimed acts and approved regulations are referred to, write the name in full and put it in italics. In all future references, just put “the act” or “the regulations.” For example:

“The *Yukon Environmental and Socio-economic Assessment Act and Regulations* are being reviewed. The public is invited to submit comments on the act and regulations.”

“The *Yukon Motor Vehicles Regulations* provide guidance on driver’s licences.”

Whenever a quote refers to an act or regulations, write the name of the act or regulations in full.

When writing about an act before it has been assented to or proclaimed, refer to it as a bill. Write the full name in regular (roman) text, not italics. A bill is proposed or draft legislation that has not yet been granted assent. For example:

“We would like to hear your views on the proposed Yukon whistleblower bill.”

If an act has been assented to but has not yet been proclaimed, refer to it as an act but don't put it in italics.

If an act has yet to be assented or proclaimed but for some reason you need to refer to it as an act rather than a bill, don't write it in italics. For example:

“The Yukon government is committed to creating a made-in-Yukon cupcake act soon.”

For more information about the acts and regulations process, see the Yukon government [Cabinet Handbook](#).

It's a good idea to check the [Government of Yukon Acts and Regulations](#) web page to check if "Yukon" appears as the first word in the name of an act. If it isn't in the proper name of the act, don't put the word "Yukon" in italics when you write out the act. For example:

"Yukon *Motor Vehicles Act*" not "*Yukon Motor Vehicles Act*"

Addresses

Yukon or YT, not Yukon Territory.

For provinces and territories, follow Canada Post guidelines at <http://www.canadapost.ca/tools/pg/manual/pgaddress-e.asp>.

Apostrophes

For guidance on how to use apostrophes, see *The Canadian Press Stylebook* (page 371 in the 15th edition).

Apostrophes aren't needed for plural words or acronyms or for dates. For example:

PDFs not PDF's
Qs and As, not Q's and A's
First Nations not First Nation's
1950s not 1950's

Appendices

Use appendix sections (appendices) for more detailed information that may be needed by some readers but which would interrupt the flow for most readers.

Bills

See [acts and regulations](#).

Bullet point lists

Follow the [Plain English Campaign's guidance](#) to help you format bullet point lists consistently.

Capital letters (case)

Put nouns in lowercase as much as possible because this makes text easier to read. Exceptions include proper nouns (that is, a specific person, place or thing).

Also see [Spelling Yukon words](#), [News release style](#) and [First Nations Governments](#)

- the Government of Yukon (formal) or the Yukon government (informal)

- when referring to more than one government, write the governments of Canada and Yukon or the governments of Yukon and Nunavut, or put all names in full, such as the Government of Canada and the Government of Yukon
- the Government of Canada or the federal government
- The Kwanlin Dün First Nation government

Other government words

- Cabinet not cabinet
- Cabinet submission not Cabinet Submission
- Crown corporation not Crown Corporation or crown corporation
- Crown land not Crown Land or crown land
- Department of Energy, Mines and Resources not Energy, Mines and Resources department (after the first full mention, you can put “the department”)
- the departments of Energy, Mines and Resources and Highways and Public Works
- legislative assembly or Yukon Legislative Assembly
- Management Board not management board
- Management Board submission not Management Board Submission
- members of the legislative assembly or MLAs
- member of Parliament or MP
- member of Senate

Ministers

It can be difficult to know how to write ministers’ names as there are many variations. The rule is that if you are writing about the generic position of minister use lowercase:

- The Community Services minister is responsible for...

But if you are using a minister’s official title or name, use uppercase:

- The Minister of Community Services is responsible for...
- Community Services Minister Elaine Taylor

Job titles

In news releases and other public materials, use lowercase for job titles as this is easier to read and follows journalistic style.

- Yukon College president not Yukon College President
- executive director not Executive Director

- conservation officer not Conservation Officer

However, in reports and other business documents for internal audiences, you can choose to use uppercase for job titles if you feel this is more appropriate, but remember that capital letters are harder to read.

- Yukon College President or Yukon College president
- Executive Director or executive director
- Director of Policy or director of policy

For formal titles directly preceding someone's name, use uppercase.

- Premier Jane Brown not premier Jane Brown
- the Honourable Jane Brown, Minister of Justice, not the Hon. Minister or honorable minister
- Minister Brown not minister Brown
- Chief Brown not chief Brown
- Mayor Brown not mayor Brown
- Dr. Brown not dr. Brown

But when you are writing about people with formal titles more generically use lowercase:

- The premiers and ministers will meet tomorrow not the Premiers and Ministers will meet tomorrow

The main thing is to be consistent within one document or related documents.

For more guidance, see page 288 of [The Canadian Press Stylebook](#) (16th edition or newer). There's also more about job titles in the [news release style](#) section.

Commas

When listing items in a series, you don't usually need a comma before the "and". For example:

"There were beans, potatoes and carrots on the plate."

not

"There were beans, potatoes, and carrots on the plate."

However, when there is an "and" earlier on in a list, a comma before the final "and" can help make the sentence clearer. For example:

"Economic Development, Health and Social Services, and Community Services all took part in the project."

not

“Economic Development, Health and Social Services and Community Services all took part in the project.”

Dashes and hyphens

We use dashes to separate a part of a sentence. They are similar to commas and parentheses but we use them when we want to provide more emphasis.

Dashes are often confused with hyphens but they are longer than hyphens and have different uses.

Using dashes in sentences

The style for Yukon government news releases is to use long dashes with no spaces either side. (This sort of dash is called an em dash because it takes up about the same space as an “m”.)

An em dash is longer than a hyphen—as you can see in this sentence.

To type an em dash, press the hyphen button on your keyboard twice without any spaces and then carry on typing or press return. A dash should automatically appear. If it doesn't, you may need to change your settings.

Or use the keyboard shortcut: Alt + 0151

A hyphen is different from a dash. It is shorter and mostly used to connect words such as:

The aim of the program is to eliminate cyber-bullying.

Whichever style of dash you decide to use, make sure you are consistent within single document and related documents.

Using dashes with numbers

We use another, shorter sort of dash when we write numbers that are inclusive. (This dash is called an en dash because it takes up about the same space as an “n”.) For example:

“The report covers three years: 2007–10.”

“See pages 11–14.”

You can also use words rather than a dash. For example:

“She lived from 1940 to 2007.”

“See pages 11 to 14.”

To type an en dash, add a space after the word, type two hyphens, add a space and type the next word. A dash should automatically appear. If this doesn't happen you may need to change your settings.

Or use the keyboard shortcut: Alt + 0150

The federal government's book, [The Canadian Style](#), has helpful guidance on when to use hyphens and different sorts of dashes.

Otherwise, follow the guidance on dashes in *The Gregg Reference Manual* rather than the [Canadian Press Stylebook](#).

Dates

Write months in full wherever you can.

- December 4, 2011
- December 4 to 6 or December 4–6 (use an en dash not a hyphen)
- December 2011

Separate overlapping years with a forward slash

- 2010/11
- 2010/15
- 1999/2002

When dates—including the month, day and year—appear in a sentence, don't forget to put a comma after the year. For example:

“January 1, 2011, was the first day the agreement came into effect.”

not

“January 1, 2011 was...”

Departments

See [capital letters](#).

Some Yukon government departments have informal as well as formal names, such as Environment Yukon and Finance Yukon which are more formally known as the Department of Environment and the Department of Finance. If you are writing about these departments, be consistent so your reader doesn't get confused and think there might be two different organizations.

e.g. and i.e.

Ideally, it's better if you can avoid using abbreviations as not everyone understands them.

E.g. is short for *exempli gratia*, which means “for example” and i.e. is short for *id est*, which means “that is.”

Use a comma when you use the abbreviations. For example:

There are several communities in Yukon, e.g., Whitehorse, Mayo and Haines Junction.

There are three communities in Yukon with a population of more than 1,000, i.e., Whitehorse, Watson Lake and Dawson City.

First Nations

For the correct, up-to-date spellings of First Nations governments see the [Names and Spellings of Yukon First Nations](#) document on the Yukon government’s Communications Council intranet site.

Note that some First Nations governments use a plural for “Nations” and others don’t.

Some First Nation government names contain umlauts. For example, the “u” in Kwanlin Dün First Nation and the “e” in Tr’ondëk Hwëch’in. Here are the umlaut keyboard codes (use the number pad rather than the numbers above the letters on your keyboard):

ä	Alt+0228
ë	Alt+137
ï	Alt+139
ü	Alt+129

- Aboriginal and Aboriginal Peoples
- Elder and Elders not elder and elders
- First Nations or First Nation not first nations or first nation
- First Nations governments when referring to more than one First Nation government
- Inuk (singular), Inuit (plural)
- non-First Nations not Non-First Nations
- Self-Government Agreements, but self-government
- Settlement Land not settlement land
- Traditional Territory not traditional territory
- Umbrella Final Agreement not umbrella final agreement

Fonts

See [design tips](#) and [how to use the wordmark](#).

Government of Yukon

See [Yukon government](#).

Headings

Use lowercase for headings if you can, as this often makes them easier to read. (This style is called sentence case). For example:

“Where to buy an emergency kit” not “Where to Buy an Emergency Kit” or
“Where To Buy An Emergency Kit.”

Since the preferred style is to use “Yukon government” (with a small “g”), when a heading or title has the name of our government in it, write it as the Government of Yukon rather than the Yukon Government. For example:

The Government of Yukon Style Guide, not the Yukon Government Style Guide

Also see [titles](#).

Hyphens

[See dashes](#).

ISBNs and ISSNs

International Standard Book Numbers (ISBNs) are used to identify one-off, text-based products such as books, DVDs and maps.

International Standard Serial Numbers (ISSNs) are used to identify text-based serial publications such as annual reports and newsletters.

At the Yukon government, you are more likely to need an ISSN than an ISBN. Sometimes a publication you are working on will already have an ISSN number from previous editions.

To obtain a number or for general advice, contact your [Queen’s Printer](#) account manager.

On printed materials, the preferred place to put an ISSN is the upper right-hand corner of the cover. Always put the letters ISSN before the number.

Other good locations for the ISSN are the masthead area, the copyright page or in the publishing statement (where information about the publisher, frequency, and other publication is given).

On non-printed materials, such as a DVD, it is good to put the ISSN on the packaging as well on an electronic page.

If a publication has both an ISSN and an ISBN, then print both numbers.

For more information about ISSNs go to www.issn.org.

For more information about ISBNs go to www.isbn-international.org.

Job titles

See [Capital letters](#).

Links

Write “To review the report visit www.gov.yk.ca” not “To review the report, please visit <http://www.gov.yk.ca>.” The “please” and “http:” aren’t needed. Not using the “www” is also acceptable.

There is no need to put links in italics because a hyperlink already stands out from regular text.

Avoid hyperlinks in paper documents (you can remove them by right clicking and selecting “remove hyperlink”), but keep them in emails, PDFs and web pages.

Media advisories

Use the [template](#) when you write media advisories and see the [news release style](#) section for style and formatting guidance.

News releases

Use the [template](#) when you write news releases and see the [news release style](#) section for style and formatting guidance.

Numbers

Include a comma in numbers of 1,000 and above.

Write one to nine in letters and numbers 10 and above in figures.

If you can’t rearrange a sentence to avoid starting with a number, write it out in letters. For example:

“Nineteen organizations responded...”

Outside

Avoid writing Outside in Yukon government documents because it looks too informal.

“A company in Alberta was awarded the contract” not “a company from Outside was awarded the contract”

Periods

Put one space only after a period at the end of a sentence. Using two spaces after a period dates from manual typewriter days and is not needed with computers.

If a sentence ends with an email or web address, put a period at the end.

Photographs

For detailed advice about using photographs, talk to the [supervisor, digital assets and photography](#) in the Department of Tourism and Culture who is in the process of developing a photo policy.

Remember that all photographs taken by staff belong to the Government of Yukon if they're taken during working hours, regardless of whether we use our own or government equipment.

Captions

Write photograph captions in present tense, use active language and list names from left to right.

Credits

Always include a credit with photographs.

For photographs taken by Yukon government staff use "Government of Yukon photo" or "Yukon gov't" or "YG" if space is limited.

For photographs commissioned by the Yukon government use "Government of Yukon/[add photographer's name]."

For photographs licensed for Yukon government use: "[add photographer's name]."

If you are commissioning photographs for an advertising campaign (or a design company has commissioned them on your behalf) then you may have a different arrangement. In this situation, seek advice from your department's communications team.

Platform

Write government commitments not platform commitments or Yukon Party commitments. This is because once a party is elected its commitments become the government's commitments.

Regulations

See [acts and regulations](#).

Spellings

See [Yukon words](#).

Telephone numbers

Use hyphens with no brackets. For example:

867-633-7949, call toll-free 1-800-661-0408, extension 7949

Territory

Also see [Yukon](#).

When the *Yukon Act* of 2003 was passed, our territory's name changed from "the Yukon Territory" to "Yukon." Yukon is a territory, as this is still our political status, but write the Government of Yukon, Yukon government or YG, not YTG or GY.

Titles

Also see the job titles section of [capital letters](#).

Capitalize the nouns and verbs in titles of reports, books, songs and theatre productions (this style is called title case). Also put titles in italics. For example:

Gone with the Wind
The Taming of the Shrew

If the words in a title are hyphenated, capitalize both words. For example:

The Well-Brought Up Child
The Six-Fingered Ape

Use title case for campaign titles and slogans but not italics or quotation marks. For example:

Stop Pushing is the campaign title, not stop pushing or *Stop Pushing* or 'Stop Pushing' or "Stop Pushing."

If a publication is in the planning phase and not yet published, it's helpful to put it in lowercase, particularly in news releases. Once it is published, it can be written in title case. For example:

"a social inclusion and poverty reduction strategy is being developed"
"the Social Inclusion and Poverty Reduction Strategy has been published"

Who

Because we are a government providing public services for citizens, use "who" not "that" when referring to people as this is more personal. For example:

“Two people who didn’t know about the services have now registered” and “Two businesses that needed advice have now received support.”

For guidance on when to use who and whom, see [The Gregg Reference Manual](#).

Yukon

Yukon is now our territory’s official and legal name. When the *Yukon Act* of 2003 was passed, the name of our territory changed. We are no longer living in “the Yukon Territory;” we are living in “Yukon.” For example:

- Yukon not the Yukon
- Yukon not Yukon Territory
- Yukon is one of three territories

Yukon government

Our proper name is the Government of Yukon, not the Yukon Territorial Government, the Yukon Government, the Yukon government, the government of Yukon or any other variation.

Informally, you can write the Yukon government but ensure the “g” is small, not a capital letter. For example:

The Yukon government issued a news release not the Yukon Government issued a news release.

Use the acronym YG (not YTG) if this is useful for reports and internal documents. (Also see [territory](#).) It is best to use words rather than acronyms in public materials, though, so everyone knows what you mean.

6. News release style

All news releases issued by the Yukon government need to have a consistent style and format. Being consistent helps you write more clearly and makes the Yukon government look more professional. Being consistent also saves time because the decision on how to write something has already been made. Time is always of the essence when it comes to news releases.

If you can't find what you're looking for here, check the rest of the YG style guide.

The easiest way to prepare news releases and media advisories is to use the [templates](#) on the Communications Council site.

Ampersands

Don't use ampersands (&) in the body of a news release. Sometimes you may need to use them in department names to save space in the contact details section.

Backgrounders

Backgrounders are part of a news release. Don't forget to edit and proofread them too. Aim for one page only and place both the news release and backgrounder in one Word file.

Put a reference to the backgrounder after the -30- symbol at the end of the news release.

For more on backgrounders, see [lists and tables](#).

Case

- branch not Branch (as in Forest Management branch)
- toll-free not toll free or Toll Free

Job titles

Also see [joint news releases](#) and [job titles](#) in the A to Z of Yukon style section.

- Community Services Minister Elaine Taylor not Minister of Community Services Elaine Taylor
- "Minister responsible for the Women's Directorate Elaine Taylor" not "minister responsible for the Women's Directorate Elaine Taylor"
- "Tourism and Culture, and Justice Minister Mike Nixon" not "Tourism and Culture and Justice Minister Mike Nixon"
- "Champagne and Aishihik First Nations Chief Diane Strand" not "Champagne and Aishihik First Nations chief Diane Strand"
- "Chief Diane Strand" not "chief Diane Strand"

The title “Honourable” isn’t used in Yukon government news releases but may sometimes be used in joint news releases.

When you refer to people generally rather than specifically by name, use lowercase:

- “the premiers and chiefs will meet tomorrow” not “the Premiers and Chiefs will meet tomorrow”
- “former chief”, “acting minister” not “former Chief”, “acting Minister”

When you refer to someone’s job description but it isn’t part of their formal title, use lowercase:

- “Yukon College president Jane Smith” not “Yukon College President Jane Smith”
- “executive director” not “Executive Director”

Examples of formal titles include Premier Jane Smith, Dr. Jane Smith, Archbishop Jane Smith.

Contacts

- Include one Cabinet Communications contact (on the left) and one communications contact from the issuing department (on the right) for news releases.
- Media advisories may or may not include a Cabinet Communications contact, depending on the circumstances.
- If you are issuing your news release jointly with another department or organization, you will need a contact for them as well. The lead department or organization’s logo and contact information goes on the left side of the news release.

Dashes

Yukon government news release style is to use long dashes with no spaces either side. (This sort of dash is called an em dash because it takes up about the same space as an “m”.) For example:

An em dash is a long dash—as you can see in this sentence.

To type an em dash, press the hyphen button on your keyboard twice without any spaces and then carry on typing or press return. A dash should automatically appear. If it doesn’t, you may need to change your settings.

You can also use the keyboard shortcut: Alt + 0151

Remember that a hyphen is different from a dash. Hyphens are shorter and mostly used to connect words, such as work-life balance.

The federal government's book, [The Canadian Style](#), has helpful guidance on when to use hyphens and different sorts of dashes.

Also see [dashes and hyphens](#).

Dates

Write months in full and don't use dashes between dates. For example:

November 24, 2009
November 4 to 6

If the event is happening in the same year the news release is being issued, don't include the year at the end of the date.

Don't include the day in news releases but do include the day in media advisories.

Also see [dates](#) in the A to Z of Yukon style section.

Format

Use single line spacing, with a 0 point line space before and 9 point line space after each paragraph.

Margins are 0.8 at the top and 1.0 at the sides and bottom. Sentences are single-spaced.

French in an English news release

In an English news release, if you're writing the name of special day, write it in sentence case and follow it with the English translated version in parenthesis, for example Journée de la francophonie yukonnaise (Yukon Francophonie Day).

Headings

Headings need to be in bold and in sentence case, i.e., all words are lower case (except proper nouns).

Hyphens

See [dashes](#).

Joint news releases

When issuing a joint news release, the Table of Precedence for Yukon states the order in which officials are referred to and quoted. Here are the most common officials you're likely to write about in news releases and the order in which they would be quoted:

- Prime Minister of Canada
- Premier of Yukon
- Federal Cabinet members
- Yukon Cabinet members
- Yukon leader of the Opposition
- Yukon members of the legislative assembly, listed by date elected
- Yukon member of parliament
- Yukon member of senate
- Yukon First Nations chiefs and Council of Yukon First Nations
- Mayors
- Yukon government deputy ministers and officials with equivalent status, listed by the date they were appointed

Communications contacts are listed by the leading department, then alphabetically. Whenever you can, line up the communications contacts under the relevant logo or wordmark.

When federal ministers are referred to as “the Honourable”, extend the same courtesy to territorial and provincial ministers.

“Education Minister the Honourable Scott Kent said today.”

Links

Write “To review the report visit www.hss.gov.yk.ca” not “To review the report, please visit <http://www.hss.gov.yk.ca>.” You don’t need to include the “please” and “http:.”

There’s no need to put links in italics as they stand out from regular text anyway.

Lists and tables

If there is a backgrounder or a list of funding recipients following the news release put “See backgrounder below” after the -30- and before the contacts.

If the backgrounder includes a short list of funding or other numerical information, arrange the items in numerical order, starting with the highest. Also, put the total at the bottom. If the list is longer, put the information in alphabetical order by organization or name.

Page numbers

One page for a news release or backgrounder is preferable. However, if a news release or backgrounder needs to be more than a page long then indicate there is more to follow by putting “.../2” in the bottom right corner of the page. Then, at the top and centre of the next page, put “-2-.”

Photographs

Photographs and their captions are part of the news release and need to conform to the same style guide rules.

Write captions in present tense, use active language and list names from left to right. Remember to supply photo credits.

Images should be supplied as high resolution jpegs (300 dpi) and submitted either at the same time as your news release or as soon as possible afterwards.

For more general guidance, see [photographs](#) in the A to Z of Yukon style section.

Quotes

Ministers' quotes take precedence and are put at the top of the news release, unless it is a joint news release with the Government of Canada when the federal minister then takes precedence. Supporting quotes from other ministers come afterwards. Third party testimonials come after ministerial quotes.

Quotes by different people should be separated by other information rather than running on one after another. Otherwise, it is confusing and hard to work out who is speaking.

Don't close a quote at the end of the first paragraph if it continues into a second paragraph.

Never change a quote from someone not in the Yukon government without checking it with them.

When quoting a third party put their job title first, then their name, then "said" (not "says"). Do not use any commas between job titles and names. For example:

"Congratulations on bringing home the Spirit of the Games Award," Yukon Sport Society director Jane Smith said.

When quoting someone after their full name and title have already been mentioned, only write their last name. For example:

"Congratulations on bringing home the Spirit of the Games Award," Smith said.

If you are quoting someone for a second time put "added" rather than "said."

Don't use punctuation such as brackets and forward slashes in quotes. This is because it's not possible to express them in speech.

7. Spelling Yukon words

Here is a list of words and names commonly found and used by Yukon government staff, divided into themes and followed by departments' specialist spellings.

First, a word about Canadian spellings. As a general rule for words not listed here, use Canadian spellings such as:

colour not color
counsellor not counselor
favour not favor
neighbour not neighbor
traveller not traveler

The Canadian Press *Caps and Spellings* book is often the easiest way to check.

Your computer should be set to Canadian spellings. If it isn't, you can change the settings yourself or get help from your ICT support team, or call the ICT helpdesk at 5000.

Here's the list of words and names we commonly use:

B&B

campgrounds (campgrounds have individual campsites)
cancan
CBC Yukon
Colourful Five Percent (use "percent" only when referring to Jim Robb's work otherwise use "per cent")
communications strategy not communication strategy
driver's licence
email
gold rush (generic term), Klondike Gold Rush
Internet
Klondike, Klondikers,
licence (noun) (for example, motor vehicle licence)
license (verb), for example, licensed to practise
metre (meter, if referring to the machine)
Métis
north (direction)
North (region)
northerner not Northerner
north of 60, but North of 60 for the television program
online
outside not Outside (avoid using "outside" to refer to places other than Yukon)
practice (noun)

practise (verb)
website
webcam
webcast
web page

Associations and non-government organizations

Association franco-yukonnaise (l'AFY)
Bringing Youth Towards Equality (BYTE)
Canadian Parks and Wilderness Society (CPAWS)
Committee on Abuse in Residential Schools (CAIRS)
Dawson City Arts Society
Fetal Alcohol Syndrome Society Yukon (FASSY)
Gwaandak Theatre Society
Kaushee's Place
KIAC School of Visual Arts now Yukon School of Visual Arts
Klondike Institute of Art and Culture, KIAC
Learning Disabilities Association of Yukon (LDAY)
Leaping Feats Creative Danceworks studio, Leaping Feats
Les EssentiElles
Liard Aboriginal Women's Society (LAWS)
MacBride Museum
Nakai Theatre
Northern Lights School of Dance (NLSD)
Society of Yukon Artists of Native Ancestry (SYANA)
Teegatha O Z'Heh
TIA Yukon (Tourism Industry Association of the Yukon)
Victoria Faulkner Women's Centre
Yukon Aboriginal Women's Council
Yukon Arts Fund
Yukon Art Society (YAS), Yukon Art Society Gallery (Arts Underground)
Yukon Artists @ Work (YAAW)
Yukon International Storytelling Festival
Yukon Historical & Museums Association
Yukon Women's Transition Home Society (an entity of Kaushee's)
Yukon Writers' Festival

Businesses

däna Näye Ventures
Gray Line Yukon
Greyhound Canada
Hougen Centre, Hougen's Sportslodge
Jacob's Industries but Paul Jacobs
Inkspirationz Graphix
Klondyke Dental Clinic
Klondyke Medical Clinic

Integra Tire (formerly Yukon Tire)
Lackowicz Shier & Hoffman
Mac's Fireweed Books
McCrae Service
Pine Medical Center (American spelling)
Super A Foods
Super Valu
The Real Canadian Superstore (Just "Superstore" on subsequent references).
The Yukon Electrical Company Ltd.
Tim Hortons
Triple J's Music

Events

Kidz Kreate
Spruce Bog
Yukon Sourdough Rendezvous

Facilities and buildings

Canada Games Centre
Copper Ridge Place
Da Kų Cultural Centre
Dredge No. 4
École Émilie-Tremblay
École Whitehorse Elementary School
Guild Hall
Lion's Aquatic Centre
Macaulay Lodge
Mae Bachur Animal Shelter
Odd Gallery, Odd Fellows Hall
S.S. Klondike
Swan Haven Interpretation Centre
Takhini Hot Springs
The Old Fire Hall
Thomson Centre
Tombstone Park Interpretive Centre
Yukon Arts Centre (YAC)
Yukon Beringia Interpretive Centre
Yukon College (Ayamdigut Campus in Whitehorse)

First Nations

See [First Nations](#) and the Communications Council guide to [First Nations government spellings](#).

Municipalities

City of Whitehorse
Town of Dawson (formally Town of the City of Dawson, informally Dawson City)

Town of Watson Lake

Place names

ANWR (Arctic National Wildlife Refuge)
Arctic Circle, the Arctic, but arctic wildflowers
Bonnet Plume River
Dempster Highway
Dawson City, Dawson
Dezadeash Lake
Ethel Lake
Frances Lake
Grey Mountain
Hot Springs Road
Lake Laberge
Macmillan River
M'Clintock Creek
McCrae Industrial Area
Mount McIntyre
Takhini Hot Springs
Ta'Tla Mun
Wellesley Lake
Whistle Bend subdivision

Protected areas (designated or *awaiting designation)

Agay Mene Territorial Park*
Asi Keyi Territorial Park*
Ddhaw Ghro Habitat Protection Area (HPA)*
Ivvavik National Park
Kluane National Park and Reserve
Kusawa Territorial Park*
Liard River Hot Springs
Lhutsaw Wetland
Ni'iinlii Njik (Fishing Branch)
Nisutlin (Nalasin)
Nordenskiold (Ts'alwnjikchu) HPA*
Vuntut National Park

Departments

Departments sometimes have their own specialist language and phrases. If this is the case in your department, see if your department has an approved list of spellings or a style sheet. If it does, email this list to ecoinfo@gov.yk.ca and we will add it to this guide as a resource for everyone.

Economic Development

Community Development Fund (CDF)

Film & Sound Commission (not Film and Sound Commission)

Energy, Mines and Resources

EMR not EM and R or EM&R or E.M.R.

Energy, Mines and Resources when used formally (e.g., news release text, intergovernmental documents, formal speeches).

Energy, Mines & Resources when used less formally (e.g., web, presentations, internal documents such as briefing notes and some public information such as posters and displays).

Energy, Mines and Resources not Energy, Mines, and Resources

Environment

black bear

Dall sheep (preferred, Dall's sheep can also be used)

Environment Yukon

grizzly bear

human-wildlife conflict

Leave No Trace (but no-trace practices)

Porcupine caribou herd but Porcupine Caribou Harvest Management Plan

RV dump station

French Language Services Directorate

French Language Services Directorate not Bureau of French Language Services

Health and Social Services

Health and Social Services not Health & Social Services

Highways and Public Works

Highways and Public Works not Highways & Public Works

Tourism and Culture

artists- and writers-in-residence

Cultural Industry Training Fund

Department of Tourism and Culture not Department of Tourism & Culture

8. Inclusive language

When you write for the Yukon government, try to write in a way that doesn't exclude or offend anyone. There are no set rules for writing inclusively. It's more a matter of being open-minded and being aware that sometimes words are out of fashion.

The updated Yukon government's [communications policy](#) says:

“Language in public communications must be inclusive and respectful.”

The policy defines inclusiveness as “ensuring language is respectful and is not biased based on race, gender, culture, class, ability, age, religious beliefs or sexual orientation.”

First Nations

First Nations people and Aboriginal people are accepted ways to refer to Yukon First Nations. Some people, especially Elders, will also tell you that Yukon Indians and Yukon natives are also acceptable to them.

The key is to be open, to listen and be respectful. Call people what they'd like to be called. If you're not sure about something, ask the First Nations people involved. Don't trivialize or minimize First Nations culture and tradition. For example, don't use clichés such as “moccasin telegraph” and “smoke signals.” Yukon history did not begin in 1896 when gold was discovered.

Forms of address

Don't assume that a woman uses her husband's surname.

Many women prefer to be addressed as Ms. rather than Miss or Mrs. because Ms. is parallel to Mr.

If you are writing to a woman and do not know her preference:

Use Ms. but watch for signals that she has a different preference.

Use her title, such as Dr. or Professor: “Dear Dr. Smith”

Use her job title, such as Superintendent or Director: “Dear Superintendent”

When you don't know who you're addressing or don't know their gender, you can use their job title or role. For example:

manager, publisher, councillor, director, committee member, home owner, parent, reader, teacher, delegate, participant

Or use a company or organization name, such as “Dear Canadian Tire.”

Roles and professions

Feminine word endings such as -ess, -ette and -trix are problematic today. It is usually simpler to use the male version so that it becomes the gender neutral norm. For example, actor not actress.

The risk of using actress rather than actor is that the feminine version doesn't sound as if it has the equivalent authority or prestige.

A closely related issue is that of using words containing “man” for both sexes, such as businessman or chairman, which are now considered by many to be sexist.

Some alternatives for businessman are business executive, business manager, business owner. Alternatives for chairman are chair, chairperson.

Here are some other suggestions:

angler or fisher not fisherman
firefighter not fireman
staff a booth instead of man a booth

The word ombudsman is an exception and is accepted by many people as being gender neutral.

Objects

Use “it” rather than “she” or “her” to describe ships, nature, nations, cars, engines and gas tanks.

Parallel treatment

Here are some tips to help you avoid describing people differently because of their gender or culture:

- Beware of stereotypes, such as assuming child care is only delivered by women. This applies to using photography to illustrate publications as well as the writing itself.
- Avoid hidden sexism or words that are traditionally used only to describe specific genders. An example is the word “shrill” which is often used to describe a woman's voice but seldom a man's.
- Avoid highlighting gender and culture if it is not relevant. For example:

“Justice Minister Mary Joe tabled a bill” not “Aboriginal woman justice minister Mary Joe tabled a bill”

- To check for descriptions that may be accidentally sexist, try substituting a man for a woman or vice versa. If it stills sounds reasonable, you have probably avoided hidden sexism and non-parallel treatment.

People with disabilities

Phrases such as “the disabled,” “the handicapped,” “the blind” and “the deaf” should be avoided because they lump people into a type. Stress ability rather than disability and only refer to someone’s disability if it is relevant.

Instead of using limiting phrases such as “afflicted” with a disability, “confined to a wheelchair” or “wheelchair-bound” use alternatives such as:

- People with disabilities
- People with visual impairments
- People with hearing impairments
- People who are differently abled
- People who are cognitively impaired

If you need specific information, for example if you are organizing an event, you can ask questions such as: “Do you need wheelchair access?” or “Do you have particular audio or visual requirements?”

She and he

Here are four solutions to the problem of writing about men and women collectively and avoiding clunky options such as “s/he” or “his or her.”

1. Address your reader directly:

“Complete your time sheet at the end of the shift.”

2. Eliminate the pronoun (i.e., “your”):

“Each employee must complete a time sheet at the end of the shift.”

3. Make the sentence plural:

“Employees must complete their time sheets at the end of the shift.”

4. Use their instead of his and hers. Not everyone likes this because it mixes plurals with singulars but it is a good solution to a modern problem and is now in common use:

“Each employee must complete their time sheet at the end of their shift.”

9. Writing for the web

When we look at websites we don't read every sentence, we scan the text. And if we don't see what we're looking for, we move on. Keep this in mind when you write for the web.

Keep it short, clear and to the point. Always think of the website from the reader's point of view. Are you providing what they're looking for?

The Yukon government's [Web Content Guidelines and Standards](#) provide advice on managing government websites and other digital media.

The Yukon government's corporate [Social Media Guidelines](#) can help you plan and manage social media projects.

Some departments have created their own guidelines and standards. Check with your department's communications staff to see if your department has these.

You can also find tips on the [Communications Council](#) site or check with the Executive Council Office's [online communications manager](#).

10. Writing technical and scientific reports

Use this section of the style guide if you are writing a scientific report or working on some other type of technical document. Also ask your contractors to follow this style.

For briefing notes, discussion papers and other day-to-day documents, use the rest of this style guide.

Technical reports are usually intended for specialized audiences rather than the general public. However, as with any kind of writing you need to explain technical terms and ensure you write as clearly as possible. You also need to make sure you use consistent spellings and formatting, as this helps to avoid confusion and makes your work look more polished.

Yukon government style is to follow the guidance in [*Scientific Style and Format: The CBE Manual for Authors, Editors, and Publishers*](#).

This book covers all science disciplines.

Here is the Yukon government style for references and bibliographies.

Including a list of the references and literature you cited in your document provides background for your readers. Remember, however, that scientific journals each have their own style. When you submit a paper for publication, follow their style.

References and citations in the text

Be accurate when you refer to any written piece or quote an author. There are different ways to present a reference in the text, depending on the specific situation. When a reference is cited in the text, the author and date of publication may be part of the main wording of a sentence, or they may be added in brackets mid-sentence, or just before the period that ends the sentence. Your decision about how to structure the reference depends on the sense of the sentence.

Make sure author-date citations in the text are precise—check for discrepancies in spelling names or dates of publication.

References in a sentence

When a reference is part of the main wording of the sentence, put the year of the publication in brackets. Pay attention to detail. Your reference will be worded slightly different depending on the number of authors.

One author:

Jones (2011) studied black bears.

Two authors:

Jones and Brown (2011) studied black bears.

Three or more authors:

Jones et al. (2011) studied black bears.

References that support the text

References that support the text are usually placed at the end of the sentence.

One reference:

Investigators have studied black bears (Jones and Brown 1978).

Two or more references (put references in chronological order):

Several investigators studied black bears (Jones and Brown 1978, Doe 1980).

If the publication is the same year, put the references in alphabetical order:

(Brown 1978, Smith 1978).

Two references by the same author and one or more by another, separate the years with a comma and the authors with a semi-colon:

(Jones and Brown 1978, 1985; Doe 1980).

References to more than one concept

Place the references immediately after the lead statement:

Investigators studied sheep in Yukon (Barichello and Carey 1989), Alaska (Heimer 1986), and the Northwest Territories (Veitch et al. 1999).

Citing pages or volumes

When you quote, cite specific data, or paraphrase a larger piece of text, refer to the page number of the work. Sometimes you must also refer to the volume number. In both cases, put the reference in brackets at the end of the passage.

(Jones 1978: 121-125) or (Jones 1978, 3:121-125)

Citing authors of more than one article or publication

Take the time to write your references correctly. You may need to refer to an author who has work in more than one publication or who has written more than one article. You may need to refer to different articles written by the same author in the same year. You may need to refer to works by authors who have the same last name and to articles by a senior author with different co-authors.

When you refer to an author who has written articles in more than one year, put the citation in chronological order.

(Jones 1976, 1977)

When you refer to articles written by one author in one year, use lowercase italic letters to identify the works. The letter used corresponds to the reference letter in the literature cited.

(Jones 1977*a, b*)

If citations in a series have more than one reference for the same author(s) in the same year, designate the years alphabetically in italics and separate citations with semicolons.

(Jones 1980*a, b*; Hanson 1981; White 1985, 1986).

Papers written by a senior author and different co-authors are cited as:

(Jones et al. 1983*a*) and
(Jones et al. 1983*b*)

Be careful not to confuse references to authors with the same last name. Double check initials.

(Jones, A.C. 1983) and (Jones, B. 1983)
(Jones, A.C. et al. 1983) and (Jones, B. et al 1983)

If the author is listed with a co-author, use only the last name of both authors.

(Jones and Brown 1983) and (Jones and Franklin 1983)

Acknowledging work without an individual author

If a work doesn't have an author's name attached to it, simply cite the government, department or other company or organization that sponsored or published the work. Don't refer to authors as "anonymous" when you can list a committee, organization or department (and if a department is cited as the author, do not repeat the name as the publisher).

Department of Renewable Resources (2010)

Government of Canada (1995)

Put the complete reference in brackets if it is not part of the sentence wording.

Referring to unpublished data and personal communication

Unpublished data include files and personal data files. Personal communication and observation includes telephone records, fax and email records and other correspondence, discussion and personal experience.

Use the term “in press” to refer to reports that have been scheduled for publication by a journal. Use the term “in preparation” for Government of Yukon reports that are in the internal review process.

Do not use the term “in preparation” for unpublished data (in preparation does not say how the data exist so that its reliability cannot be measured). Before submitting your final proof, check to see if the report has been published since you started your draft.

unpublished data

(J. R. Doe, Yukon Department of Environment, unpublished data)

personal communication and observation

(J. R. Doe, biologist, British Columbia Ministry of Water, Land, and Air Protection, personal communication)

(J. R. Doe, trapper, Watson Lake, Yukon, personal observation)

Reference or literature cited list

Your report isn't complete until you put together a reference list or literature cited list. These lists give the name, publication, and date of every work you use to complete your writing. Remember, literature cited refers to all publications mentioned in your writing; reference refers to all of your sources, whether or not they are specifically used in your paper. In either case, the lists follow a specific format.

Sequence

References are listed alphabetically by the author's last name.

Author

Year of publication

Title of publication, book or article

Title of publication where article appeared

Publisher

Volume and page numbers

Format

- Single space individual entries

- Double space between entries
- Unjustified right hand margin
- Flush left (justified) left hand margin
- Begin entries at left but other lines in an entry are indented five spaces

Types of entries

Yukon government reports:

Hayes R. D. 1992. An experimental design to test wolf regulation of ungulates in the Aishihik area, southwest Yukon. Yukon Fish and Wildlife Branch Report TR-92-6, Whitehorse, Yukon, Canada.

Check whether a report you are referring to has an assigned number.

Journal articles:

Don't abbreviate journal names.

Single author:

Boutin, S. 1992. Predation and moose population dynamics: a critique. *Journal of Wildlife Management* 56:116–127.

More than one author:

Crête, M. and J. Hout. 1993. Regulation of a large herd of migratory caribou: summer nutrition affects calf growth and body reserves of dams. *Canadian Journal of Zoology* 71:2291–2296.

Three or more authors:

Couturier, S., J. Bunnelle, D. Vandal, and G. St-Martin. 1990. Changes in the population dynamics of the George River caribou herd, 1976–87. *Arctic* 43:9–20.

In press journal articles:

Zittlau, K., J. Coffin, R. Farnell, G. Kuzyk, and C. Strobeck. In press. Genetic relationships in three Yukon woodland caribou herds determined by DNA typing. *Rangifer Special Issue* 12.

Editor, chair, compiler:

Ballard, W. B., and V. Van Ballenberghe. 1998. Predator/prey relationships. Pages 247–273 in A. W. Franzmann and C. C. Schwartz,

editors. *Ecology and Management of the North American Moose*.
Smithsonian Institution Press, Washington D.C., USA.

Doe, J.R., editor. 1991...

Finch, B., B.J. Jones, and R.L. Smith, editors. 1991...

Jones, B.J., chair. 1991...

Theses and dissertations:

Scotton, B. D. 1998. Timing and causes of neonatal Dall sheep mortality in the Central Alaska Range. Thesis, University of Montana, Missoula, Montana, USA.

Page, R. E. 1989. The inverted pyramid: ecosystem dynamics of wolves and moose on Isle Royale. Dissertation, Michigan Technological University, Houghton, Michigan, USA.

Monograph:

Fuller, T. K. 1989. Population dynamics of wolves in north-central Minnesota. *Wildlife Monographs* 105.

Books:

Pielou, E. C. 1991. *After the Ice Age: the return of life to glaciated North America*. University of Chicago Press, Chicago, Illinois, USA
Note: Page numbers not needed.

Book chapter:

Ballard, W. B., and V. Van Ballenberghe. 1998. Predator/prey relationships. Pages 247–273 *in* A. W. Franzmann and C. C. Schwartz, editors. *Ecology and Management of the North American Moose*. Smithsonian Institution Press, Washington D.C., USA.

Conference, symposium, workshop proceedings:

Adams, L. G., B. W. Dale, and L. D. Mech. 1995. Wolf predation on caribou calves in Denali National Park, Alaska. Pages 245–260 *in* L. N. Carbyn, S. H. Fritts, and D. R. Seip, editors. *Wolves in a changing world: proceedings of the Second North American Wolf Symposium*. Canadian circumpolar Institute, University of Alberta, Edmonton, Alberta, Canada.

Corporate author:

Ecological Stratification Working Group. 1995. A National Ecological Framework for Canada. Agriculture and Agri-Food Canada, Research Branch, Centre for Land and Biological Resources Research and Environment Canada, Ottawa, Ontario, Canada.

Citations in languages other than English:

Nishikado, Y. 1921. On a disease of the grape cluster...(in Japanese, English summary). *Annals of the Phytopathology Society of Japan* 1:20-42.

Online sources:

Electronic versions of journal articles are now considered to be an article of record. When referencing material obtained from an online database (such as a database in the library), or downloaded from a journal's website, provide appropriate print citation information (formatted just like a normal print citation would be for that type of work).

For articles that are easy to find, don't provide database information. If the article is hard to find, then provide database information. Only use retrieval dates if the source could change, such as wikis.

For guidance on citing a website home page, visit http://www.dianahacker.com/resdoc/p04_c11_s2.html.

Short work from a website:

If the short work does not have an author or if the author is the same as the author of the site, begin the citation as you would for a home page. After the publication information, give the title of the short work, followed by the date of publication or most recent update, if available, and the date of access. Indicate in brackets the number or estimated number of pages, screens, paragraphs, lines, or bytes: about 5 p., about 3 screens, 12 paragraphs, 26 lines, 125K bytes. End the citation with the phrase "Available from:" followed by the URL.

Cleveland Clinic. The Cleveland Clinic Health Information Center [Internet]. Cleveland (OH): The Clinic; c2006. Smoking and heart disease; 1 Aug 2006 [cited 2006 Aug 8]; [about 5 screens]. Available from: <http://www.clevelandclinic.org/health/health-info/docs/0300/0384.asp?index=4585>

If the short work has an author different from the author of the site, begin with the author and title of the short work, followed by the word "in:" and the home page information as in item 10. End with the URL for the short work.

Tables and figures

Tables and figures (and other illustrations) add to your written text. Use a figure to show a trend. Use a table to display large amounts of precise data. Never put the same data in both a figure and a table.

You may place tables and figures throughout your text or at the end of your paper. They are more convenient for the reader in the body of your work. In any event, don't crowd figures and tables onto a page.

One-page figures and tables:

A table or figure that occupies a whole page can fit into the body copy of the report if it is opposite the copy that mentions it. For example, if a table is referred to on page 10 (an even number page and therefore, a left-hand page) the table should be on page 11. If it turns out that, for example a full page table is referred to on page 9 (a right hand page), try to arrange your layout so that the reference shifts to page 10 and the table can be on page 11.

It's awkward referring to a table or figure that's not within sight of the copy that discusses it, so take the time to make this work. But things might not always sort out this way. If you can't make it work, add the page number to the reference (e.g., Figure X, page 00).

Setting up figures and tables:

Depending on how a table or figure is set up, you may select a font and type size that suits you, but don't use any type smaller than 10 point. Never use all capitals for either body copy or titles of tables or figures. Use the same font and type size for all figures and tables in your paper.

Box in all tables and figures so they're well-defined. Explain symbols.

Number figures and tables and list them in the front of your report after the Table of Contents. Refer to tables and figures by their number in the text of your paper.

Using tables and figures:

- Don't use tables and figures unless they contain useful information
- If the data shows pronounced trends, making an interesting picture, use a graph
- Use tables to present exact numbers
- Don't use the same information in both a table and a figure
- Organize data so that like elements read down, not across
- Don't underline headings or body copy in a table or a figure
- Number tables, figures, and graphs separately
- Centre titles or align them flush left—be consistent throughout your paper

- Use uppercase and lowercase (not all capital letters) in both headings and body copy in a table or figure
- Align all copy flush left, ragged right; numbers are flush right
- Use at least 10 point type for all copy in tables and figures
- Make sure that tables and figures are a reasonable size so that they are reader-friendly
- Use 10 or 12 point serif font for body copy, depending on the size of the graph, figure or table; italicize to set apart from body copy if you want to
- Use a 12 point sans serif font for heads in graphs, figures and tables

When to use an appendix

Use appendix sections (appendices) for aspects of a paper's subject that may be needed by some readers but which would interrupt the flow of information for most readers because they are long and detailed.

References for report writing

Use this section as well as the books below when you are writing scientific reports and other forms of technical writing. If you still can't find what you're looking for, contact the [coordinator, technical programs](#).

Council of Science Editors, Style Manual Committee. 2006. [Scientific style and format: the CSE manual for authors, editors, and publishers](#). 7th ed. The Council, Reston, Virginia, USA.

Day, Robert A. 1995. *Scientific English: A guide for scientists and other professionals*, 2nd edition. Oryx Press, Phoenix, Arizona, USA.

Yukon Geological Survey. 2009. *Manuscript Guidelines for Authors*. Retrieved from http://www.geology.gov.yk.ca/pdf/YEG_Guide_for_Authors_2009.pdf January 21, 2010

11. How to use the wordmark

The Government of Yukon wordmark must be used on all public communications and marketing materials. The wordmark (which is also sometimes referred to as a logo) helps create our corporate identity and must only be used in a certain way. Use the guidance here and also refer to the [Visual Identity Policy](#) (2.13 in the General Administration Manual).

For external correspondence, use your department's official letterhead. For other purposes, such as documents or PowerPoint slides, you can download the wordmark from <http://internal.gov.yk.ca/depts/hpw/ss/wordmark/index.html>. Select the Word document version. EPS versions are only used by professional designers. Hold down the shift key when resizing the wordmark to maintain the correct proportions.

Take care to avoid distorting the wordmark, for example by squashing or stretching it.

Talk to [Queen's Printer](#) for advice on how to use the wordmark and follow their [online](#) guidance.

About the wordmark

The wordmark consists of two elements:

1. The word "Yukon."
2. The name of the department and sometimes also the name of the branch or section. These are placed underneath "Yukon."

For example:



or



If the branch or division name is included, it must always be displayed underneath the name of the department rather than on its own.

If you'd like your branch or division name placed underneath your department name, ask [Queen's Printer](#) to design this for you to ensure the fonts and sizes are correct.

The wordmark must include at least the department name or the word "Government," rather than just "Yukon" on its own. However, there are some exceptions, for example for non-print items such as mugs and pens. For advice talk to [Queen's Printer](#).

Size

There are minimum and suggested maximum restrictions on the size of the wordmark. You must also always retain the same relationship between the wordmark and the signature line.

On printed materials:

- Minimum size—width 3/4 inch (1.9 cm)
- Suggested maximum size—width 2 inches (5.1 cm)

However, posters, signage and other large printed materials may use a larger wordmark so it's immediately visible. Talk to [Queen's Printer](#) for advice.

On report covers and standard (8 1/2" x 11") page sizes:

- Width 1 1/2 inches (3.8 cm)
- Maximum size—width 2 inches (5.1 cm)

When there is more than one department

When two or more departments are involved in a project, for example in advertising or a publication or on signage, you must use the general Government of Yukon version of the wordmark. You can then add separate text to explain which departments are involved.

Ask Queen's Printer for guidance on this as design rules need to be followed. For example, the separate text can be placed over, under or beside the wordmark, with the text placed at least the measured height of the "n" in "Yukon" away from the wordmark.



Co-sponsored by Departments of
Health and Social Services and
Community Services,
Sports and Recreation branch.

Colour

The official colour of the wordmark is brown (Pantone 154) with a black signature line. Other colours, including black, may be used for the wordmark. For one-colour printing, you can print the wordmark in the same colour used for the project. If the wordmark appears in any colour other than Pantone 154 or black, the signature line must be either the same colour or black.

It's also common to use the two-colour wordmark alongside other organization's logos that are coloured (for example in joint news releases).

For four-colour process applications, the wordmark should match Pantone S39-2 (C=0, M=50, Y=85, K=35), with a black signature line. Otherwise, use black ink only. If you are considering using any other colours, you must get the approval of Queen's Printer.

Position

When there is more than one logo in a design, the Yukon wordmark should be positioned on the left. However, if the federal government mark is also displayed, the federal government logo goes on the left with the Yukon government wordmark on the right.

News releases and media advisories:

In [news releases](#) and [media advisories](#), the Government of Yukon wordmark always goes in the top left corner. If the news release is being issued jointly with another organization, then the lead organization's wordmark goes on the left and the other organization's wordmark goes on the right. We always try to line up the contacts in a media advisory or news release with the corresponding logo.

With some publications and other print materials, the final design will determine the position of the wordmark.

Tender and recruitment advertising:

For tender and recruitment advertising, the wordmark and supporting type must appear flush left with copy in the advertisement near or at the bottom of the ad. Ad copy must align with the left edge of the downstroke of the "Y" in the wordmark.

Display advertising, signage, reports, brochures and other publications:

The wordmark signature may appear left, centre, or right, depending on the design. However, the usual placement is near or at the bottom of the product. On publications, the wordmark must appear on at least one outside front or back cover or on one outside front or back page (panel) in a folded document.

The wordmark can never be used as part of a title or heading, or as a design element in any product.

Forms

The wordmark normally appears at the top left of forms. You can use either your department's wordmark or the general Government of Yukon version.

All Yukon government forms are official and must be created, designed, coordinated, documented, printed, published and managed by the Queen's Printer through the Forms Management System. This includes a YG # identifier, standard placement of the wordmark and standardization of form layout, including font.

If a form needs to be changed or created electronically, liaise with Queen's Printer. Likewise, when a form is available in both paper and electronic formats, any changes must be made to both formats through Queen's Printer. Work with your communications branch to ensure that your forms are properly produced.

Font

The font used in the wordmark for departments is Helvetica. Arial can be substituted. These are good fonts to use in a design as they match the wordmark.

12. Design tips

If you're involved in a design project, work with your communications branch to ensure a professional product. Design is a skill and requires training. You may decide with your communications colleagues that hiring a professional graphic designer is the best option.

Here are 10 tips for creating an effective design.

1. Know who your target audience is and design it for them, not your supervisor.
2. Be clear about what you want your reader to do and make sure contact information is easy to find.
3. Be consistent with spellings and formatting (create a style sheet).
4. Use as few fonts as possible. One can be enough. Avoid Comic Sans as it never looks professional.
5. Don't use too many colours. One or two colours can be very effective as well as cheaper.
6. Use a design grid (an underlying, consistent structure based on columns).
7. If you use photographs, make sure they are high quality.
8. Don't be afraid of white space. Less is more.
9. Be creative. Text, for example, is often more effective if it isn't centred.
10. Always proofread. Get someone who hasn't seen it before to take a look. Or read it yourself backwards, from the end to the beginning.

13. Contact us

This guide was written by a sub-committee of the Communications Council. The members were:

Wendy Avison
Nancy Campbell
Jean Carey
Joanna Lilley
Michele Royle
Karla TerVoert

If you have any comments or suggestions for additions, please email ecoinfo@gov.yk.ca or call [Joanna Lilley](#) on 667-5341.