ENTROPY STYLE GUIDE FOR PROOFREADERS AND QCERS

This is the Entropy Style Guide, which is mostly based on the *Chicago Manual of Style*, and other odds and ends we've picked up in random places.

I. GENERAL PUNCTUATION

- Don't be afraid to rewrite! If we trust you enough to proof, then you should trust yourself enough to rewrite sentences that are awkwardly constructed or just sound bad.
- Always put the closing quotation mark after the comma or period. E.g.:

  She said she was "sleepy," but I knew better.
  She was known as the "Queen of Shibuya."

- Try not to use quotation marks or repeated letters to stress a word. We prefer to use bold and italics for emphasis.

  Wrong: She's the "queen" of the school.
  She's the queeeeeen of the school.

  Right: She's the *queen* of the school.

- If you do need to elongate a word to emphasize it, make sure to place the emphasis on the middle consonants or vowels: E.g.:

  Wrong: AAAAAAAUGH
  AAAAAAAAAH
  BBBBBBBEEPP

  Right: AUGHHHHHH!
  AHHHHHHHH!
  BEEEEEEEEEP
  OHHHHHHHHHH!
  NOOOOOOOOOO!

- The possessive of a singular noun ending in S is always apostrophe S. Yes, I know. It looks stupid. But it's right. E.g:

  My boss's room.
  Tess's house

- It's always **?!** and not **!?**
- Thoughts are always italicized—in the dialog bubbles and in the narratives.
- Flashbacks should be in italics.

    - Flashbacks in the background (no bubble): italicize and put quotes around it.
    - Flashbacks in a bubble: you still italicize but you don't put quotes around it.

- Titles of books and magazines are always italicized in dialog bubbles.
- Letters and other personal correspondence should be italicized.
- Short stories, poems, and song titles are in quotations.
- Song lyrics are always in italics and passages from books are always in italics in the dialog bubbles.
- All electronica—PA addresses, radio and TV broadcasts, off-screen phone conversations—should always be indicated by using all caps and italics, and should be typeset in a sans serif font like Arial, Tahoma, Franklin Gothic, et al.
- If you drop part of a word, always use an apostrophe to indicate that that part of the word is missing. Eg.:

  Going 'round the bend
  Good ol' boys
  'til

- The word "too" is almost always preceded by a comma when it is used to indicate "as well" or is an afterthought. E.g.:

  I want to go, too!

- This can also go for *either*, *though*, and *anyway*, too. E.g.:

  It's too late, though.
  It's too late, anyway.

- The word "Oh" is almost always be followed by a comma.

  Oh, my.
  Oh, my God.
  That was, oh, about fifty years ago now.

- All numbers under one hundred should be written out.
- All even increments of money should be written out.

  Wrong: She has 24 kids.
  Right: She has twenty-four kids.

  Wrong: $300.
  Right: Three hundred dollars.

  Wrong: Four-thousand, three-hundred and ninety-seven dollars

Right: $4,397 or 4,397 dollars

- Watch out for odd third-person references in dialog. Eg.:

  Wrong: Will Maki go out with me?
  Right: Will you go out with me?

  Wrong: Maki is scared to go outside.
  Right: I'm scared to go outside.

II. ALL ABOUT THE ELLIPSIS

- To indicate a trailing thought, use the ellipsis. E.g.:

  She was almost positive that it wasn't him, but...

- Ellipses ALWAYS consist of three periods.
- If the thought picks up again on the *following page*, it should have the ellipsis pick up again at the beginning of the next sentence. E.g.:

  She was almost positive that it wasn't him, but...
  ...one could never be too sure.

- When in the middle of a thought, put a space before and after ellipses. E.g.:

  That's ... OK, I guess.

- When at the *end* of a sentence, there is no space. E.g.:

  That's ... OK, I guess... But what do I do now?

- When you have to use another punctuation mark in conjunction with an ellipsis, it's the complete ellipsis, then the punctuation mark. E.g.:

  What are you doing...?

- Try not to overuse ellipses, even if the raw does. Sometimes a comma or a stop will do.

III. ALL ABOUT THE EN-DASH AND THE EM-DASH

- Use the em-dash to indicate an interrupted or broken thought. E.g.:

  What the he—

- The em-dash is composed of two hyphens. MSWord formats the em-dash automatically when you press enter after typing in two hyphens. In Photoshop, you can format it by typing alt + 0151.
- You never use the ellipsis ***and*** the em-dash. It's one or the other.

  Wrong: **What the—…**
  Right: **What the—**

- The en-dash is used to indicate a stutter or to link a verb and an adverb that are jointly acting as an adjective or are modifying a noun. E.g.:

  B-b-but I don't want to!

  Well read
  Well-read person

  Living room
  Living-room carpet

- The en-dash is also used for some compound words. E.g.:

  Sit-ups
  Push-ups

IV. MISCELLANEOUS

- While the word "okay" is traditionally accepted nowadays, the correct way of writing it is "OK."
- The words “Kya” and “Gya” should be replaced with appropriate substitutes. “Augh” and “Eek” are the screams of choice. Some examples of said substitutes are:

  Yay, Wow, Eek, Augh, Ah, Aieeee, etc.

- The word "alright" is not really a word. Sure, you can find it in a dictionary, but it's only going to tell you that it's a bastardization of "all right." So never use it.
- No long dashes or tildes allowed, ever!