

Writing Style Guide



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Introduction

Welcome to the Pegasus Logistics Group Writing Style Guide. Please use this guide to help your written work, emails, and content stay consistent and valuable.

About This Style Guide

This document and its components set a standard of writing, grammar, and punctuation conventions for Pegasus Logistics Group to maintain a consistent tone and style regardless of who the content contributor is.

A writing style guide indicates the basic rules of writing that everyone within Pegasus Logistics agrees to follow.

Brand Guide Information

This style guide should be used in conjunction with our brand guide. The brand guide is designed to be used for all visual brand representations including print materials, advertising, and slide decks.



About

APA Style

APA (American Psychological Association) style is the most commonly used to cite sources within the social science which include the corporate business setting. The present source of information, the 7th edition of the APA manual, is the most updated to this context and should be followed unless updated by the Pegasus Logistics marketing and communication team.

Style Mechanics

Writing Principles: with all content produced by Pegasus Logistics Group and those writing about or on behalf of the company, the aim is to incorporate the following principles within all written communications.

a. Clear: Writings should be easily understood and topics should be carefully explained.

b. Useful: Writings should have purpose and reciprocal value.

c. Friendly: Write as you would speak. Use emotion and natural ideas.

d. Appropriate: Write in a way that suits each unique situation.

1. Punctuation

a. Spacing After a Period: Use a single space after a period in APA style writing.

b. Oxford Comma: Use an Oxford comma between elements in a series of three or more items.

(example: Pegasus is an organization that prides itself on culture, accountability, and trust.)

2. Spelling

a. Words should follow the guidance of the Merriam-Webster Dictionary and seek our common English preferred spelling whenever possible.

Examples:

Colour (Formal)

Color (Common English)

Common Preferred Spellings

<u>ACCEPTABLE</u>	<u>NOT ACCEPTABLE</u>
Email	E-Mail
eBook	E-book
eReader	E-reader
Data set	Dataset
Wi-Fi	wifi
Webpage	Web Page
Database	Data Base
Username	User Name

3. Capitalization

a. Proper Nouns: This includes specific names of people, places, and things; racial and ethical groups; and trade names.

Examples:

Pegasus Logistics Group

Native American

Forward Air

b. Title Case Capitalization: The first word of a title; The first word of a subtitle; The first word after a colon; The second word in a hyphenated word when the first word is already capitalized (example: "Self-Report")

4. Numbers

a. Numbers Expressed in Words: Words should be used to express numbers zero through nine, and numerals to express 10 and above. Exceptions are numbers that begin a sentence, common fractions, and universally accepted phrases or names (**example: Twelve Apostles**).

5. Italics and Quotations

- a. Italics: Key phrases; Titles of a book or webpage; Titles of a periodical; Words or phrases used from another language in conjunction with English writing.
- b. Quotations: In reference to a word, letter, or phrase (**example: The client wrote “here is my...”**); To present stimuli to a phrase; Around the title of a periodical or book.

6. Abbreviations

- a. Common Abbreviations: After the first use of a phrase that has a common abbreviation, it is acceptable to use the abbreviation in reference to that phrase throughout the remainder of the text (**example: posttraumatic stress disorder as PTSD**).
- b. Latin Abbreviations: Commonly understood Latin-based phrases may be abbreviated (**example: etc.; i.e.; vs.**).
- c. Ampersand: An ampersand should only be used within parenthetical citations and at no other times.

7. Lists

a. Lettered Lists: Use a lettered list when itemizing and when a list within a sentence contains three or more items, use an Oxford comma before the final item (**example: We need to know the participant's age, gender, and socioeconomic status.**).

b. Numbered Lists: Use a numbered list to express main thoughts and full sentences.

c. Bulleted Lists: To draw attention to items in a list without implying a specific order, bulleted lists should be used.

(a) 

1. 

 

Grammar

English grammar should be always followed with the following being some of the commonly misunderstood areas of grammar.

1. Verb Tense: The chosen verb tense of the writing should be consistent throughout that writing.
2. Active and Passive Voice: Voice is the relationship between the verb and the subject.
 - a. Active Voice: The subject of the sentence is followed by the verb then the object of the verb (**example: the mouse ate the cookie**).
 - b. Passive Voice: The object of the verb is followed by the verb and the subject (**example: the cookies were eaten by the mouse**).

3. First-Person Pronouns: Use first-person pronouns to describe work and personal reactions (**example: “I” refers to yourself; “we” refers to everyone involved**).

4. Singular They: “They” is a third-person pronoun but it is acceptable to use “they” in a singular form.

5. Anthropomorphism: This occurs when writers attribute human actions to inanimate sources or to nonhuman animals. (**example: Mickey Mouse rather than Mickey mouse.**)

