**Writing Style Guide**

Girl Friends, Incorporated

This document covers all existing and prospective Girl Friends, Inc. documents and communications for internal and public use. The objective of this guide is to clearly define the rules and guidelines for delivering consistent, on-brand written content.

# Grammar, Writing & Formatting Style Guide

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| **Standard for:** | **Explanation of standard:** |
| **Style Guide Used** | **Associated Press Style Guide**  Referenced as the final authority by Corporate Communications and Digital Communications, AP Style Guide takes precedence over all other style references.  **Chicago Manual of Style**  Excellent reference, recommended as a secondary authority if AP Style Guide does not address a particular question. |
| **Abbreviations** | You may use abbreviations for Girl Friends (GF/GFs) and Boy Friends (BF/BFs).  **EXAMPLE: GFs from California took the train to Conclave.** |
| **Capitalization** | |  | | --- | | Ensure “Girl Friends” and “Boy Friends” are spelled correctly as **TWO** distinct words each of which is capitalized. |   **EXAMPLE: Girl Friends Sherry and Deanie looked fabulous at the party!**  **NOT: Over 200 Girlfriends attended the party.**  Officer titles should be capitalized.  **EXAMPLE: GF National President Margaret was the first to arrive.** |
| **Punctuation** | When using the initials for Girl Friends and Boy Friends when speaking in the plural, do NOT include an apostrophe.  **EXAMPLES:**  **GFs and BFs are invited to the Jazz Luncheon on Sunday. (Correct!)**  **NOT: GF’s and BF’s are invited to the Jazz Luncheon on Sunday.**  **When using the initials for Girl Friends and Boy Friends DO include an apostrophe when using the possessive tense.**  **EXAMPLE: Are you going to the New York GF’s Christmas party?**  Use one space after a period.  Do not use periods at the end of bulleted lists, unless at least one list item is a sentence.  Use a serial comma preceding the final item in an inline list to avoid confusion. |