UCSB Library Web Style Sheet Updated 5-5-12

Please follow these guidelines as you create your webpages and feel free to contact Jane Faulkner if you have questions. Other styles may be more appropriate for print publications.

C**ommonly-Used Words and Phrases:**

Access Card
Arts Library
chat reference
check out: (ex: Check out your books at the Circulation Desk.)
check-out: (ex: You can check out your books at the check-out machine.)
Davidson Library
database
dropdown menu
ebook
email
email reference
faculty
    use as plural form and only when discussing levels of privileges;
    use "instructor" for singular references to faculty.
floor plan
full text: noun (ex: to see full text of this article, …)
full-text: adjective (ex: The full-text version of this article…)
Reserves (Please specify Course Reserves when it is the first mention on a page).
"In Process"
instructor (preferred to faculty, professor, teacher)
homepage
Internet
Library: only capitalized when used as a substitute for UCSB Library or in a formal name
library catalog: do not use Pegasus
located in: use this or "shelved in" instead of "housed in"
log in: only used as a verb (ex: log in using your UCSB NetID and password)
log-in: use login instead
login: only used as a noun or adjective (ex: enter your login ID and password)
Melvyl: this is the only form we use; do not use Next-Gen Melvyl
sign in: used as a verb only, do not use "sign on" (ex: You will be asked to sign in.)
sign-in: use login instead
sign out (ex: Do not forget to sign out)
sign-out: adjective (ex: the sign-out instructions are on page 2)
off campus (ex: If you are off campus, …)
off-campus: adjective (ex: For off-campus access,…)
password (avoid PIN unless you are giving instructions for a system that uses that term)
public computers: use instead of "public workstations"
proxy server: always lower case
shelved in: use this or "located in" instead of "housed in"

subject librarian: preferred term over “collection manager” or “bibliographer”
UCSB Library: do not use plural
UCSB NetID
U-Mail
university
username
VPN
Web
webpage
website

Departments and Locations:
Access Services
Acquisitions and Resource Management Services (ARMS)
The Alexandria Digital Library (ADL)
Area Studies
The Arts Library
Cataloging and Metadata Services (CMS)
Circulation and Reserves Desk
Collection Development Department
Current Serials Area
Curriculum Laboratory
Davidson Library (not *the* Davidson Library)
East Asian Library
Ethnic and Gender Studies Library (EGSL)
Government Information Center (GIC)
Interlibrary Loan (ILL)
Library Development
Library Human Resources
Library Information Services
Library Instructional Services
Map & Imagery Laboratory (MIL)
National Geospatial Digital Archive
Outreach
Reference Services
Reference and Information Desk
Sciences-Engineering Library (SEL)
Special Collections
Writings of Henry D. Thoreau

Writing Conventions

1. Write to the user: "Enter your password."
    - Do not write: "The user will be asked to enter their password."
2. Avoid use contractions, slang, or symbols.
    - Use "You will not need to enter any additional information." instead of "You won't need to enter any additional info."
    - Exception: Use "&" when within a link (Ethnic & Gender Studies Library).
3. Use bold to emphasize a word or phrase.
    - Do not underline, italicize, use all caps, quotation marks, or color to emphasize.
4. Use quotation marks sparingly and never for emphasis. The punctuation mark goes inside the quote.
    - If your U-Mail address is "newstudent@umail.ucsb.edu," then your UCSB NetID is "newstudent."
    - The "Request" function allows you to borrow items from other libraries through Interlibrary Loan.
5. Make sure all parentheses are closed with periods on the outside.
    - (Until you change it, your barcode number is also your password).
6. Use "UCSB Library" in the first instance and "Library" with a capital "L" in subsequent references when referring to the entire library. When describing an individual library (like Arts Library or Davidson Library), use the full name in the first instance. When the word is not a substitute for the UCSB Library, use lower case "library".
    - The UCSB Library is the focal point of the campus. Since 1967, the Library has …
    - The Arts Library is located in the Music Building.
    - The library is open every day.
7. For money, use the following forms.
    - Copies cost 10 cents each. You can add up to $25 to your copy card.
    - Add 25 cents to your copy card. Coffee is available at the library for $1.
8. In most cases, spell out single-digit numbers and use numerals for all others.
    - We will give free food to the first 25 students.
    - Exception: Use numerals for floor locations. (EGSL is located on the 2nd floor.)
    - Exception: When a number begins a sentence, write it in word form.
    - Exception: When discussing Circulation information, use numerals regardless of the number: "The Circulation Desk found only 7 of 8 books."
9. Use system or database names as they appear on the system itself.
    - Examples: UC-eLinks, UCSB NetID, U-Mail, GauchoSpace, Academic Search Complete
10. Use complete sentences. Exception: bulleted lists do not need complete sentences, nor do they need periods. However, if one bullet point is a full sentence, all others in the list should be the same.
11. Ideally, every webpage should have one or two sentences describing of the feature you are discussing.
    - The "Request" function allows you to borrow items from other libraries through Interlibrary Loan.
12. Graphics should be consistent and appropriate to content. To emphasize something within a screenshot, use a black circle.

13. To write directions, follow this model:
    1. Enter your password.
    2. Look at the top of the page.
    3. etc.
14. Spell out acronyms when you first use them.
    - The campus Virtual Private Network (VPN) is an alternative to using the proxy server. This method of authentication will require you to download the VPN client software and install it on your computer.
15. Do not capitalize room names unless it is a formal name.
    - There are group study rooms on the 4th and 8th floors of the Davidson Library.
    - The Group Commons Room is a great place to study with friends.
16. Write out phone numbers like this: (805) 893-5555.
    - Always include the area code.
17. Use this format to present times: 8 am 8 pm 10 am 10 pm
    - Davidson Library is open from 8 am to 10 pm.