



Zooquaria Style Guide

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This document should be used by those writing articles and features for Zooquaria. If a particular question is not addressed here please contact sandrine.camus@eaza.net.

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ABBREVIATIONS

Write acronyms/abbreviations out in full on the first occurrence with the abbreviation in brackets afterwards: eg the Conservation Breeding Specialist Group (CBSG). In subsequent mentions use only the abbreviation.

Any acronym over three letters that reads as a word eg Aids, Nafte, Tamba, Naafi, Saafa, Unicef, is written with upper case initial.

No dots/fullstops to be used in the abbreviations: eg NUM not N.U.M. However, for textual abbreviations, please do use the full stops as in i.e., e.g., c.f. q.v. etc.

There are many abbreviations that are widely known and have taken on the status of a noun in their own right and therefore need no clarifying phrase, eg BBC, IBM, USA/US. Abbreviations such as laser and radar are exceptions and should be in lower case.

ACCENTS

In anglicised foreign words use accents only when they make a crucial difference in pronunciation (café, soupçon, émigré) and/or to avoid ambiguity (exposé not expose, pâté not pate). Foreign words are also usually italicised.

In proper nouns (names of institutions, places or people) special characters and/or accents should be used unless an accepted English version of the name is available.

ADDRESSES

The correct way is: The man lived at 17 Sandiford Road, Sutton, for five years. Note the comma after the town and the absence of comma after the house number.

Words such as street can be abbreviated to St, or road to Rd.

AMERICANISMS

Use the English spelling of proper names and quotes, e.g. Pearl Harbour, World Trade Centre. Standardise on 'ise': i.e. familiarise not familiarize.

APOSTROPHES

Use in the possessive; e.g. an MP's view or James' dog. No apostrophe is needed in short forms in common usage like phone or flu.

No apostrophe is needed for plural forms of acronyms. For example use EEPs and TAGs rather than EEP's and TAG's.

AUTHOR'S AFFILIATION

In the article header, authors will be mentioned as follows: 'name, job title, institution' when the article is related to the zoo's activity OR 'name, EAZA role, institution' when the article is related to EAZA work (e.g. for RSP, LTMP, BPG). Countries are not mentioned.

For instance: 'Achim Johann, Director, NaturZoo Rheine' on an article about a new exhibit
BUT 'Achim Johann, Gelada baboon EEP Coordinator, NaturZoo Rheine' on an article about
the Baboon BPG.

BANNED WORDS

Always use 'while, amid and among' rather than 'whilst, amidst and amongst' which are
archaic. Remember that 'in' works just as well as 'within' sometimes.

Avoid using 'captivity' and 'cage', use 'human care' and 'habitat' instead.

CAPITALS / lowercase

Avoid capitals wherever possible.

Job titles take the lowercase, eg head zookeeper, except in the author's affiliation. Where
there is only one such job title, eg Prime Minister, then capitals are used. Government is
always lower case, eg the British government. Brand names used as nouns take capitals: eg
Hoover, Sellotape, Kleenex but vacuum cleaner, sticky tape, tissue. (Check out the regular
listing of brand names in Press Gazette). Words do not take capitals just because they are
new: eg use internet not Internet and fax not Fax.

Seasons of the year (spring, summer, autumn, winter) do not take capitals, nor do north,
south, east, west. If you are talking about 'the south of England' then it is best to use a
capital 'S'. Also it should be south London, but the West End. Do not hyphenate.

Use for name of an organisation when it is given in full: eg Richmond Council, not
Richmond council. But use lowercase in shortened referenced: eg the council, the court,
the club, the centre. You can use Richmond council if that is not the proper name of the
body. This is also the case in headlines.

Some words when referring to EAZA always start with a capital letter:

'Member' when referring to an institution that is a Member of EAZA (identity), but not when
referring to a 'member of a TAG' for instance. 'membership' is written in lower case (state,
not identity), even when referring to the EAZA membership, but in the membership
categories, the first word is capitalized - e.g. Full membership - because it is a specific
identity within the state of membership.

'Chair', 'Vice Chair' and all role titles, e.g. 'Bird curator', 'Studbook keeper', 'EEP Coordinator'.
'Committee' and 'Working Group' when referring to an EAZA group. All EAZA events, such as
'EAZA Annual Conference', 'EAZA Directors' Day', but not the meetings, e.g. 'mid-year TAG
meeting'.

COLLECTIVE NOUNS

A collective noun is followed by a singular verb: e.g. the council is, the club is, the
committee is. **COMMAS** Some examples of correct usage: The bus driver, Paul Hutchings,
said . . . The Prime Minister, Tony Blair, said . . . No commas needed here: Drainage
engineer James Brown works in the sewer . . . Queen Mary's Hospital in Roehampton is in
need of cash . . .

COMPANIES

Use the company name as the company writes it. Observe the spelling, capitalisation and punctuation used by the company, including ampersands (&), apostrophes, hyphens and slashes. But don't slavishly follow styles for Toys R Us.

Companies are singular nouns because a company is a single entity: eg Virgin is about to launch a new air service.

In quotes it's OK to use "we are" (it refers to the people of the company), but always turn mentions of the company to singular: "We are expanding our routes and Virgin is about to launch a new air service."

Do not pluralise company names. It is Ford not Fords, Rothchild not Rothchilds, Tesco not Tescos. The only exception is Sainsbury's.

CREDITS AND PICTURE LEGENDS

Picture credits are written in capital letters at the bottom of a picture. If a legend is necessary, the legend and credits are written in capital letters below the pictures.



e.g.

OR



TAKINS (*BUDORCAS TAXICOLOR*) © LIBEREC ZOO

CURRENCY

A\$ - Australian Dollars

US\$ - American Dollars

€ - euro always lower case and never plural.

DATES AND TIMES

Dates should always be written: 1 January 2003. Do not add st, nd or th to the day. Note no commas.

If the weekday is required it precedes the day and with no commas: e.g. Saturday 1 January 2003.

Try not to write 1980-4, 1980-84, or 1980 to 85 unless sometimes in listings. Use 1990s not

90s, '90s or 1990's, but you can occasionally make an exception in prose. These are correct: 6pm, 8am, noon, midnight (not capped), 6pm to 7.30pm. Do not write 6.00pm, 12noon, midday, 6-7.30pm or 6pm-7pm.

DISPLAY COPY

Display copy – no full stops in standfirst, pull quotes, captions.

FIGURES AND NUMBERS

Always write one to nine in words, 10 and upwards in figures – except at the start of a sentence when words should be used.

Millions: use the correct figure or word followed by the word million(s): e.g. two million, nine billion, 14 million, 59 billion, etc. Thereafter use 2m, 9bn, 14m, 59bn. (Note – the m or bn is closed up next to the figure in these subsequent mentions). Use £2m for two million pounds. Again, note no spaces between number and m. For thousands, use 1,000 and not 1000 or 1.000.

Use % not per cent. Where possible, try to avoid starting sentences with figures. Use figures for centuries (e.g. 20th century) unless before 10th century (note, no capitals and only hyphenate if adjectival. Use figures for ages, e.g. 5-year-old.

FOREIGN WORDS, NAMES AND PLACES

Use English spelling for all foreign names except where the foreign version is the universally accepted or only version. Rome not Roma, The Hague not Den Haag, but do use Beijing. Wherever possible, use national characters, such as accented vowels.

Please list institutions according to basic English usage – for example do not use Miejski Ogród Zoologiczny w Łodzi, but use Łódź Zoo. Please see [the list of international usage names for EAZA institutions](#) to use to be as consistent as possible in our communications.

GENDER

Refer to someone as he/him or she/her if you know who you are talking about. Otherwise it is now accepted to use they/them: e.g. the students did not know if they could use the staff bar.

GOVERNMENT AND POLITICS

Politicians should only have MP (or equivalent) affixed to their name if the story deals directly with politics or parliament. In such a case, the use of MP should be confined to the first mention of the politician. Other instances should use only the person's name and not their elected status.

Political titles: Secretary of State for Education (caps for official title) but not for education secretary.

HYPHENS

Use hyphens to clarify points for the reader: e.g. extra-marital sex differs from extra marital sex

4-year-old boys differ from 4 year-old boys.

Use in words that could confuse the reader, such as co-pilot, re-elect. Do not use in coordinate or cooperate. Use to distinguish words like re-form and reform.

Use after prefixes: e.g. ex-chairman.

Use in ages when saying 5-year-old. Do not use when describing age as four years old. Remember to use an em dash (–) rather than a hyphen (-) when using in place of brackets.

ITALICS

Use italics for Latin terms including *in situ*, *ex situ*; except in EAZA Ex situ Programme. et al., e.g., i.e. don't need to be in italics

MEASUREMENTS

Use the metric system when mentioning measurements: meter, litre, and gram as base units of length (distance), capacity (volume), and weight (mass). Do not use the imperial system (e.g. inch, mile, gallon and pound).

Temperatures should be in Celsius and written °C, e.g. 78°C.

PUBLICATIONS

When reporting references, the format should be as follows:

Andres, A.M., Leidse, K. and Square, P. (2004). *Positive selection in Maa gene is human exclusive: Determination of the putative amino acid change selected in the human lineage.* Human Genetics 115(5): 377-86

For publications with more than 3 authors, please use the first name and et al. e.g. Andres, A.M. et al. (2004). Etc.

PUNCTUATION

Inside or outside?

Full stop goes inside brackets when it completes a full sentence: (He said this on a full stomach.)

Full stops go inside quotes when the quote is the full sentence: He said: 'This is a fine time to leave me, Lucille.'

Full stops go outside quotes if the quote is only a part of the full sentence: Lucille had, he said, chosen 'a fine time'.

Please do not add punctuation in titles, after names and in bullet points

QUOTATION MARKS

Single or double? Always use single quotes except for quotes within quotes: eg 'The pope asked me to say "Good morning, your grace";' he said. Always ensure that quotation marks are placed at the beginning of each paragraph but ONLY at the end of the whole quotation – these are often missed when a quote is cut to fit the story.

The correct way to introduce a full quote is with a colon, followed by a single space, then the quote marks and an upper case initial.

SPECIES NAMES

Lower case for species names, such as willow warbler, unless a proper noun is being used, such as Dartford warbler, or referring to a programme name 'Bearded vulture EEP'. The first time a species is referred to, it should be followed in italics, and within brackets, by its scientific name, e.g. willow warbler (*Phylloscopus trochilus*).

In case of an EEP, the Latin name is only used when the species comes after EEP; e.g. write 'EEP for European mink (*Mustela lutreola*)' or 'European mink EEP'.

SPELLINGS

Pay attention to spellings depending on nouns or verbs: Practice is the noun; practise is the verb.

TITLES

The titles, e.g. Dr or Professor, won't be used as **the editorial team cannot check whether a title is missing.**

Spokesman/woman/person – use this for anyone with the title press officer, communications executive, PR manager, media liaison operative, head of public affairs.

Councillor – use in full the first time it is mentioned and then use Cllr. And don't confuse it with counsellor.

ODDS AND ENDS

Use adviser, not advisor.

& is banned (except in titles of publications and so on). Use 'and' instead.

No subject can ever be 'centred around', it is an impossibility. Use 'centred on'.

Avoid the phrase 'more and more'.

Aquariums, not aquaria, except in the name of the organisation: European Association of Zoos and Aquaria. (Note that WAZA uses Aquariums in its title.)

Use COVID-19 and not Covid-19; the Netherlands and not The Netherlands; Czechia and not Czech Republic; United Kingdom rather than England.