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A style guide is a kind of rule book for people in an organization that helps them be consistent in their style – how to format, capitalize, punctuate, etc. This guide for Rasurs is based on the RFI Style Guide used by office staff.

This guide has two purposes. The first is to help you, the Rasur, understand RFI’s style, which will help you be consistent with RFI’s style as you create marketing materials (because we don’t offer enough at the time of this edition) and even write emails about RFI or the Practice. It doesn’t mean that the way you capitalize or punctuate is wrong; it just means it’s not consistent. The second purpose is to give you some guidance and general tips in case you have questions about punctuation, spelling, et cetera. I hope you find it helpful.

If you are really into style guides and would like to contribute or change these guidelines, please feel free to contact me at diane@rasurinternational.org. ~Diane Blomgren

Capitalization

Capitalize:

1. Titles (also called headings) in PowerPoint slides as you would book titles.
Exception: If the title is a complete sentence (or question), capitalize as you would a sentence, e.g., “What do we have in common?” Reminder: Capitalize prepositions of five letters or more, but not four letters or fewer. See this [page](#) for a reminder of how to capitalize a title.
2. Names of activities and specific worksheets for activities: “Feeling and Needs,” the “Guessing Empathically Worksheet.” See also quotation marks under punctuation.
3. The word “Practice” when we are referring to the Connection Practice or the BePeace Practice. Examples: You’ll find that using the Practice makes you more productive.
But: You’ll find that the practice you do every day will make you more peaceful and connected.
4. Names of the methodologies of BePeace/the Connection Practice (Insight and Empathy). This will help readers know when we’re talking about the methodology or insight and empathy themselves. **Note: Do not capitalize “the” in “the Connection Practice” or “the BePeace Practice” unless it’s at the beginning of a sentence - or a logo.**
5. Titles of people in an organization that precede their name, for example: Administrative Director Jane Doe. (See also “Do not capitalize” below.)
6. The second and remaining words of hyphenated phrases in titles if they are normally capitalized. For example, if “self-empathy” is in a title, capitalize it as “Self-Empathy.”

Do not capitalize:

1. The first word of bullets, unless the bullet contains a complete sentence (However, if some bullets contain sentences and others don’t, capitalize the first word of all bullets in order to be consistent. That’s why these sections on capitalization begin with capitals.)
2. Titles of people in organizations if the people are not referred to by name. Change: “The Founding Director met with the President of United Way” to “The founding director met with the president of United Way.” This may look strange but it meets the need for equality. Consider: “The Founding Director met with the trainers, the secretary, and the janitor about the classroom.” To meet the need for equality, we would need to capitalize all titles or none. So let’s save ourselves a few keystrokes and not capitalize.
3. The word “the” in the BePeace Practice or the Connection Practice. Using “the” is a grammar thing, not an official part of the name of the practice. For example, “Filling out the Daily Workbook is a part of my Connection Practice,” not “... part of my The Connection Practice.”
4. Names of forms if they non-distinctive, for example, the daily evaluation, the handout, the sign-up sheet
5. One word that refers to a proper noun, even if that word is part of the proper name. For example, capitalize “Quick Coherence Technique” but don’t capitalize

“technique” when you refer to it: Lead them in the technique. Exception: the Practice, when referring to the Connection or BePeace Practice. See above.

6. Don't capitalize “as” in headings or titles, just to keep it simple. That way we don't have to worry if it's an adverb, pronoun, conjunction or preposition.

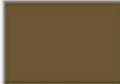
About All Caps

If you want to make a brochure, you may be tempted to use all capitals to make text stand out. Please look at brochures that are designed by creative art departments and professional graphic artists. You'll see they use other techniques to make text stand out. Using all caps makes text hard to read and can make brochures look less professional. IT ALSO GIVES THE IMPRESSION THAT YOU ARE SCREAMING! Not very peaceful.

Colors

When appropriate, text and graphic elements should match the colors of the RFI or logos shown below. The red/green/blue numbers to the right should help you match the color.



	Hue: 89	Red: 0
	Sat: 240	Green: 72
Color Solid	Lum: 34	Blue: 16
	Hue: 25	Red: 107
	Sat: 83	Green: 87
Color Solid	Lum: 75	Blue: 52
	Hue: 45	Red: 193
	Sat: 163	Green: 215
Color Solid	Lum: 122	Blue: 45



	Hue: 89	Red: 23
	Sat: 131	Green: 78
ColorSolid	Lum: 48	Blue: 36
	Hue: 99	Red: 12
	Sat: 195	Green: 115
ColorSolid	Lum: 60	Blue: 60
	Hue: 60	Red: 132
	Sat: 122	Green: 194
ColorSolid	Lum: 123	Blue: 67
	Hue: 40	Red: 235
	Sat: 192	Green: 235
ColorSolid	Lum: 146	Blue: 75

BePeace®

	Hue: 56	Red: 127
	Sat: 201	Green: 201
ColorSolid	Lum: 103	Blue: 18

	Hue: 99	Red: 1
	Sat: 236	Green: 115
ColorSolid	Lum: 55	Blue: 55

Filenames

When we are frequently editing documents and emailing them, or even leaving them in Dropbox, it's important to make it clear which version of the document we are referring to. A clear way to do this is to add the date that the document was edited to the file name. Since it's common to look for a document in a list that's in alphabetical order, we have to format dates in a special way to make sure that they appear in chronological order as well. For example, document 10-7-11 will appear before document 2-7-11 because 1 comes before 2.

Please use this format when adding edit dates to documents: yyyy-mm-dd, e.g., 2014-07-11 (year, month, day). If you are confident that the document will not be edited again in the month you are editing, you can eliminate the day at the end.

When updating a document on the same day as the edited date in the filename, add a small letter to show it's a later version. Example:

Filename: document 2014-05-19.
Next version: document 2014-05-19a

Next version document 2014-05-19b
etc.

Fonts

We use Maiandra GD as our main font. If you don't have Maiandra GD on your computer, you can find a zip file at:

http://www.fontineed.com/downloads/maiandra_gd.zip.

Installations instructions for Windows or Mac are at:

http://www.ehow.com/how_8164135_install-maiandra-gd-font.html

Italics

BePeace and the Connection Practice: Do not italicize these terms until you find an authoritative style handbook that gives a logical reason to italicize it, and you have shown it to our editor (currently Diane Blomgren, AKA Grammar Nazi), and she accepts it. Thank you. ☺

NVC: At the request of Margo Pair, Administrative Director of the Center for Nonviolent Communication, italicize the words Nonviolent Communication and NVC on the copyright page in manuals and the first time these terms are used in the text to refer to the NVC process. (In other words, you don't need to italicize them if the first time you refer to them is in the Center for Nonviolent Communication.) Also mention Marshall Rosenberg. (We do.) Please italicize these terms the first time in the PowerPoint. It is not necessary to italicize these terms every time.

Titles of books and CDs: Italicize the names of books and CDs. Don't italicize chapter titles, section names, or songs. The idea here is that complete works are italicized while partial works (songs, sections, etc.) are written with quotation marks.

Justification

Use left justification for text in manuals as this makes it easier to read.

Use full justification in documents with columns, such as brochures. This is because the width of the text is small enough that people can keep track of the text at both ends and not lose their place when moving their eyes to the next line.

Numbers

1. Spell out numbers from zero to ten. For numbers higher than ten, use numerals (11, 12, etc.). Exception: If you are referring to numbers repeatedly (as in the length of time for a series of activities), it's easier to understand and compare numerals, so it makes sense to use them.
2. Use numerals when referring to things in a sequence (Page 1, Day 2, etc.)

3. Use numerals and hyphens for expressions like the following: a 5-day training, a 3-word phrase. This is to avoid confusion in sentences like the following: We have offered four 8-hour courses. Use a hyphen after all numbers in expressions like this example: “Give the 1- or 2-hour course.”
4. If a sentence begins with a number, spell it out. Example: “Twenty-four people came to the training.” This applies to years as well. Change “2004 was the first year of the project” to “Two thousand four was ...” or “The first year of the project was 2004.”

Pagination (Creating New Pages)

When you need a new page in a manual, press **Ctrl+Enter** to create a page break rather than using hard returns (pressing **Enter** repeatedly). This is more efficient (fewer keystrokes) and easier to change later. To see if there are hard returns or page breaks, click on the paragraph mark (¶) in the Home menu of Word or press Ctrl+* (=Ctrl+Shift+8). To stop seeing these formatting codes, press the ¶ button or Ctrl+* again.

PowerPoints

Do not make text smaller than 22 points. It will be too hard to read.
Use Maiandra GD font.

Punctuation

Commas

Always place a comma after the abbreviations “i.e.” and e.g.” in order to follow standard American usage. (If you’re writing for Brits or Kiwis, don’t put a comma.)

When writing a person's title followed by their name, and when using the title like we use Mr., Ms., Dr. and Rev., don't use an apostrophe.

Change: Talk to Rasur, Ann Doe.

To: Talk to Rasur Ann Doe

Change: The course is taught by Trainer, Bob.

To: The course is taught by Trainer Bob.

When adding a name to explain who has the title, add a comma. Examples:

This is our editor, Diane.

The Rasur, Jim, taught us well.

Ellipsis Points (...)

Please use these for sentences where we want people to orally complete them.

Change:

Do you feel ____?

To:

Do you feel...?

If we use underlines, people may think we want them to write in their answers.

Hyphens

See Numbers above and Spelling below.

Parentheses

If the words in parentheses form a complete sentence, end the sentence before the opening parenthesis with a punctuation mark (period, exclamation mark, or question mark) and capitalize the sentence in parentheses.

Change:

Ask your students to get into groups (this activity can also be done in pairs).

to:

Ask your students to get into groups. (This activity can also be done in pairs.)

Periods

Do not put periods after bullets that are not complete sentences.

Quotation Marks

Always put periods and commas inside quotation marks. Decades ago, they only went inside when they were completing a sentence or phrase of a sentence. Now it's standard American usage, e.g., Open your mouth and say "ahhh."

Use quotes around the names of songs: Sing "Quick Coherence." See also italics.

Use quotation marks to show you're using a word or phrase in a special way. Example: Don't "should" on me. However, it's not necessary to use them for the terms **jackal** and **giraffe** when they are used to talk about NVC. This is because the terms are so ubiquitous in our training that they are no longer special.

Don't use quotation marks when referring to parts of a manual or handouts, like the Guessing Empathically Worksheet or the BePeace Summary. Capitalizing them makes them distinctive enough.

Don't use quotation marks around expressions that native English speakers will understand. Example: Avoid putting people on the spot. (No quotes around the last three words.)

Special Symbols

Ampersands (&): Avoid using in text, documents, and headings. Use them only if space is limited, for example, on slides or in forms.

Number signs (#): For things that have a sequence, e.g., Person 1, Page 2, Conflict 3, avoid putting a number sign before the number. This avoids redundancy. (Is there a one that isn't a number?) Also, if you want to refer to the number one reason, excuse, etc., spell it out rather than writing "the #1 reason" and so on.

Registration marks (®): Use these on the trademark page in manuals and the first time you refer to the term that has a registered trademark. It is not necessary to use the

symbol every time; using it every time is distracting. By the way, to get the registration mark symbol, type (r) – and a space after it if you have to – and it will automatically correct to the symbol.

Trademarks (™): Use the same way as registration marks. To type the symbol, type (tm). On **promotional material**, include the trademark symbol only the first time you refer to the Connection Practice and BePeace. Also include this sentence in small print: “The Connection Practice™ and BePeace™ are trademarks of Rasur Foundation International.”

Spelling

Hyphenation

For hyphens with numbers, see Numbers above.

Use hyphens to join a group of words that describes something if they come before the “something.” Examples: We had a heart-to-heart connection. That’s a hard-to-hear message. Our editor is an anal-retentive person.

Don’t use hyphens when the group of words comes after what they are describing. Examples: We had a connection that was heart to heart. The message was hard to hear. Our editor must be anal retentive.

Words That Are Frequently Misspelled

(Please add words in alphabetical order.)

BePeace is one word with two capitals.

Handout, the thing, is one word, not two. If you’re talking about the action, spell it as **hand out**. Example: Be sure to hand out the handouts.

HeartMath is one word with two capitals.

How-to (a noun) is hyphenated and does not need quotation marks since it’s an accepted word in the dictionary. Example: BePeace is the how-to.

Nametag is one word. It can also be spelled as two words, but the preferred spelling is nametag. If we all spell it the same way, searches will be more effective.

Nonviolence, **nonviolent**, and **nonviolently** do not have hyphens.

PowerPoint is one word. The second **p** is capitalized.

Role-play is spelled with a hyphen, whether we mean “a role-play” or the action (to role-play, role-played, role-playing, etc.).

Self-empathy and any other words that combine with self- at the beginning are hyphenated.

Sign up vs. sign-up:

- **Sign up** is a verb. Examples: I signed up. You should sign up today. Sign up, everyone!

- **Sign-up** is a noun and can be used as an adjective. Examples: Sign-up will start 15 minutes before the course. We need some pens at the sign-up table.

Toolbox is one word.

Worldview is one word.

Terms

Elevator speech

as of May 8th, 2014:

I teach a method of connecting to ourselves and others that accelerates our personal and professional growth. It's called BePeace/the Connection Practice, a skill set that unites your empathy and insight to successfully respond to whatever is coming at you in life. Empathy is attained through a conscious connection to feelings and needs, and insight is accessed through heart-brain coherence. [After September 30th, add: If you want to know more, there's a book about it called *Completely Connected*.]

Mission, vision, and core values

Mission: Teaching a social and emotional skill set for a more connected world

Vision: A world where every person practices the art of connection and passes this gift on to the next generation

Core values: coherence, insight, connection, and empathy

The BePeace Practice/the Connection Practice

The definition as of May 2014 is:

The Connection/BePeace Practice is a skill set that unites your empathy and insight for extraordinary results. Empathy is attained through a conscious connection to feelings and needs, and insight is accessed through heart-brain coherence. The synergy between empathy and insight maximizes your social and emotional intelligence, builds resilience and enhances performance.

The benefits of the Practice include stopping stress immediately, finding release from negative emotions, opening your intuition, maintaining emotional balance and resolving conflicts creatively.

The Connection/BePeace Practice includes three activities:

1. The Connection Process – uniting empathy and insight to resolve daily challenges and celebrate life
2. The Connection Path – a step-by-step tool for resolving difficult conflicts within yourself or with others by uniting empathy and insight.

3. The Connection Mediation – uniting empathy and insight in conflict intervention

The definition of the Connection/BePeace Process:

The Connection Process unites empathy and insight to accelerate growth on a daily basis. By identifying your feelings and needs, and guessing at the feelings and needs of others, you connect empathically. Then by achieving coherence between your heart and brain, you connect inside and discover an insight to help you move forward. By using this skill, you efficiently move out of stress and into clarity and creativity.

On the “**copyright page**” of manuals (one of the first pages of the manual), include this sentence: “The Connection Practice™ and BePeace™ are trademarks of Rasur Foundation International.” Do not use the trademark symbol with the Connection Practice and BePeace anywhere else in the manual.

On **promotional material**, include the trademark symbol only the first time you refer to the Connection Practice and BePeace. If possible, include the same sentence mentioned above in the promotional material.

Practice Group

Capitalize these words when used in “BePeace Practice Group” or “Connection Practice Group.” Don’t capitalize them when they’re alone. Don’t capitalize “group” in other expressions, such as “group leader” or “the group.”

Empathic versus Empathetic

Feel free to use either of these terms in teaching or in emails, but in manuals and promotional materials, use only “empathic” in order to be consistent.

emWave, HeartMath, Quick Coherence Technique

On the copyright page of a manual, include these sentences: “emWave® is a registered trademark of Quantum Intech, Inc. HeartMath® and Quick Coherence® are registered trademarks of Doc Childre and the Institute of HeartMath.” (This is based on the footer text in an email from the Institute of HeartMath in 2012.) Do not use the registration mark anywhere else in the manual.

On promotional material, include the registration mark only the first time you refer to these terms. If possible include the same sentence mentioned above in the promotional material.

In writing, always refer to a Quick Coherence as a Quick Coherence Technique in order to comply with the Institute of HeartMath’s request.

Nonviolent Communication, NVC

On the copyright page of a manual, include this sentence: “*Nonviolent Communication*, *NVC* and *CNVC* are trademarks of the Center for Nonviolent Communication.”

At the request of Margo Pair, Administrative Director of the Center for Nonviolent Communication, italicize the words “Nonviolent Communication” and “NVC” on the copyright page in manuals and the first time these terms are used in the text to refer to the NVC process. (In other words, you never need to italicize them when you refer to the Center for Nonviolent Communication.) Also mention Marshall Rosenberg. (We do.) Please italicize these terms the first time in the PowerPoint. It is not necessary to italicize these terms every time.