

Breeze Style Guide
(current as of May 2021)

Capitalization

Capitalize:

The three main areas of our community: The Lodge, The Courts, The Summit

Proper names of major rooms: the Ballroom, the Fitness Center, the Arts & Crafts Room, RCN Main Room, Game Room, Lobby

Familiar abbreviations: RCN, HOA, BOD

Board and committees: HOA Board, Safety Committee

Clubs and groups: Book Club, Pinochle for Fun, Bocce

Formal titles when they appear before the person's name: General Manager Eric Zarr, Board President Jerry Monahan

Do not capitalize:

Areas such as front desk, counter, pool, courts, tennis courts

Titles appearing after the name — Eric Zarr, general manager

Informal titles — our captain of cards Carol King

Job descriptions — Lodge attendant Yosemite Sam

Titles without a name — The activities director organized the show.

Community website

Correct format is fourseasonsbeaumont.org

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Dates

When used with a date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. and spell out March, April, May, June, and July. Examples: Aug. 9 or June 1

Spell out all months when used alone. Example: September

Spell out the days of the week. Example: Monday

Do not use the year unless necessary to avoid confusion. Example: The fashion show will take place on May 7, 2022.

Decades

Use Arabic figures to indicate decades of history. Show plural by adding the letter s. While styles differ on this topic we have chosen not to include an apostrophe to indicate numerals that are left out or in plurals.

60s

1890s

Effect or Affect

While there are exceptions to the rule, they are rare. The basic rule of thumb is that you'll want "affect" as a verb meaning to influence something and "effect" for the something that was influenced. To help remember the difference between the two, think Edgar Allen Poe and his RAVEN: Remember **Affect** Verb **Effect** Noun. Another way to remember, action is affect, end result is effect.

How does criticism of the magazine *affect* your mood?
Did losing the game have any *effect* on you?

Four Seasons

Spell out; not 4 Seasons

FirstService Residential Management

Use FirstService Residential when referring to our management office.

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K. Hovnanian

In first reference, use K. Hovnanian Homes and then *the builder* or similar phrase in subsequent references. Avoid KHov.

Lay vs Lie

Lay means “to place something down flat,” while **lie** means “to be in a flat position on a surface.” The key difference is that lay requires an object to act upon and lie describes something moving on its own or already in position.

Tenses		
Lay	Present tense	Lie
Laid	Past tense	Lay
Laying	Present participle (used with am/is/are)	Lying
Laid	Past participle (used with has/have/had)	Lain

LDT

For meetings or events, use LDT — location, day/date, time.

While the first example is preferred, the second one is also acceptable:

We will meet in the Game Room on Tuesday, Sept. 5 at 5:30 pm. or
We will meet in the Game Room on Tuesday, Sept. 5, 5:30 pm

Less vs Fewer

Less is used with uncountable (usually abstract) nouns (less stress, less time, less sorrow). **Fewer** is used with countable nouns (fewer napkins, fewer pens, fewer people).

Examples:

I sleep *less* than my husband.

We need *less* talk and more action from our politicians.

She bought *fewer* books last month.

There were *fewer* flowers blooming this spring.

He eats *fewer* donuts than he used to and I eat *less* chocolate.

4/4/4/4

Me, Myself, and I

Me functions as the object; **I** is always the subject. To decide usage in “someone else and me/I” situations, take the other person out of the sentence. Example: My friend and I went on a hike. Is “I went on a hike” correct? You’re good.

Only use **myself** when you have referred to yourself earlier in the sentence. Example: I walked the trails myself to check on safety issues. **Not** “My friend and myself walked the trails to check on safety issues.”

Numbers/Placement

Numbers are numerical at and after 10. One through nine are spelled out. There are a few exceptions, such as: 8-Ball Tournament and in percentages (see percent).

There were eight people eligible for the board position.
More than 10 birds were spotted during the hike.

Use first, second, third (not 1st, 2nd, 3rd)

Parenthesis period

The period is a strong punctuation mark—think of it as controlling the action in the sentence, which occurs outside the parentheses. When a whole sentence falls inside parentheses, the period goes inside.

Percent

When using percentages, spell out the word “percent” after all numerals. Unless the number begins the sentence, numbers are in numeral form.

Only 7 percent of the members came to the meeting.
Almost 98 percent of the new homes are sold.
Ninety-eight percent of the new homes have sold.

Phone numbers

Correct format is (951) 555-5555. Use area codes for all phone numbers.

5/5/5/5

Punctuation

Avoid excessive exclamation marks!!! Periods do a great job in helping readers understand content.

States

When abbreviating the state names, don't use the postal code abbreviations. The exception to this rule is when using a complete address (for example: Send ballots to 1518 Four Seasons Circle, Beaumont, CA 92223). Otherwise, use the following AP Stylebook list on how the states are shortened:

Alabama (Ala.)	Maryland (Md.)	North Dakota (N.D.)
Arizona (Ariz.)	Massachusetts (Mass.)	Oklahoma (Okla.)
Arkansas (Ark.)	Michigan (Mich.)	Oregon (Ore.)
California (Calif.)	Minnesota (Minn.)	Pennsylvania (Pa.)
Colorado (Colo.)	Mississippi (Miss.)	Rhode Island (R.I.)
Connecticut (Conn.)	Missouri (Mo.)	South Carolina (S.C.)
Delaware (Del.)	Montana (Mont.)	South Dakota (S.D.)
Florida (Fla.)	Nebraska (Neb.)	Tennessee (Tenn.)
5/5/5/5		

Georgia (Ga.)	Nevada (Nev.)	Vermont (Vt.)
Illinois (Ill.)	New Hampshire (N.H.)	Virginia (Va.)
Indiana (Ind.)	New Jersey (N.J.)	Washington (Wash.)
Kansas (Kan.)	New Mexico (N.M.)	West Virginia (W.Va.)
Kentucky (Ky.)	New York (N.Y.)	Wisconsin (Wis.)
Louisiana (La.)	North Carolina (N.C.)	Wyoming (Wyo.)

These states are spelled out: Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah.

Then or Than

Then is usually an adverb used to indicate time or what happens next and **than** is a conjunction used to make comparisons or contrasts. One way to remember is **then** and time both have an "e" in them. **Than** and comparison both have an "a" in them.

First she wrote the story, and *then* she asked for approval.
He would rather read a biography *than* a science fiction book.

6/6/6/6

Times

The am and pm are lower case and separated from the numbers by one space

On even hours: it is 10 am or 3 pm

To identify a fraction of an hour, use minutes: 6:30 pm

Time frame, use “to” between times, not a hyphen: 2 to 5 pm

Who vs That

Use **who** when referring to people. Use **that** when referring to places or things.

We try to accommodate all *who* want to play.

The yard *that* was picked as the most beautiful will be featured in the magazine.