



# Style Guide

May 1, 2020

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**What Style Guidelines govern National Museum of the United States Army publications, and products for public audiences and exhibit galleries?**

Given the public mission of the Museum:

Generally speaking, the Museum like the U.S. Army adopts the Associated Press style of written documents, particularly when it comes to news copy and public facing documents.

However, Style guidelines vary by Area and application in the Museum as indicated below:

**EXHIBIT GALLERIES INSIDE THE MUSEUM:**

U.S. Army Center of Military History Style Guide

*The written word and Military rank and titles in the exhibit galleries follow the U.S. Army Center of Military History Style Guide.*

**theNMUSA.org WEBSITE:**

Associated Press Stylebook

*Per Army Public Affairs Regulations the Museum website and all associated sites skinned to function as an extension of theNMUSA.org follow the AP Stylebook.*

**PRINTED ITEMS (for public audiences: handouts, programs, maps, menus, signage):<sup>1</sup>**

Associated Press Stylebook

*Per Army Public Affairs Regulations follow the AP Stylebook.*

<sup>1</sup> AR 13–12. Style

a. The AP Stylebook and Briefing on Media Law is the preferred style guide for AF (Army Facing) and CE (Commercial Enterprise) publications. Webster’s New World Dictionary of the American Language, Second College Edition, or equivalent, is the preferred dictionary.



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PRESS RELEASES, CAPTIONS, STATEMENTS (for public and media audiences):  
Associated Press Stylebook  
*Per Army Public Affairs Regulations follow the AP Stylebook.*

INTERNAL U.S. ARMY POLICY AND GOVERNING DOCUMENTS:  
Refer to Army Regulations  
*Unless noted above with a governing Style Guide, other Army internal documents should follow official U.S. Army Regulation guidance.*

## Museum Specific Guidance that deviates from AP Style

The below items deviate from AP Style guidelines but are being codified, per Army Regulations, as a Museum Specific Style used in all documents drafted for public audiences.

“Soldier” will be capitalized when referring to U.S. Soldiers.

“Families” will be capitalized when referring to Army Families.

(1) The AP Stylebook states, “In subsequent reference, do not continue using the title before the name. Use only the last name of a man. Use Miss, Mrs., or Ms. before the last name of a woman, depending on her preference.” For [Museum] publications, use only the last name in subsequent reference regardless of gender.

(2) Refer to Soldiers by rank (for example, staff sergeant or lieutenant colonel) rather than by pay grade (for example, E–6 or O–5). Refer to pay grade only in pay scales.

(3) Omit a Soldier’s rank in sports and other competition stories.<sup>2</sup>

### 1. Museum Address

1775 Liberty Drive, Fort Belvoir, VA 22060-1803

Footer style:

1.800.506.2672 | 1775 Liberty Drive, Fort Belvoir, Virginia 22060 | [theNMUSA.org](https://www.theNMUSA.org)

703.806.5993 | 1775 Liberty Drive, Fort Belvoir, Virginia 22060 | [theNMUSA.org](https://www.theNMUSA.org)

### 2. Museum Reference

- a. *First Reference:* The National Museum of the United States Army
- b. *Second Reference:* The National Army Museum
- c. *Third Reference:* The Museum (**Museum is capitalized when used alone**)

### 3. Foundation Reference

- a. *First Reference:* Army Historical Foundation

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<sup>2</sup> AR 360–1. 25 May 2011 55



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- b. *Second Reference*: The Foundation (Foundation is capitalized when used alone)

## 4. Museum Writing Standards (some may differ from the governing AP style)

- a. "Soldier" will be capitalized when referring to U.S. Soldiers.
- b. "Families" will be capitalized when referring to Army Families.
- c. "Volunteer" will be capitalized when referring to Museum Volunteers.
- d. Museum-Foundation relationship should be referred to as a joint effort

Example:

"The Museum is also a joint effort (public-private) between the U.S. Army and the Army Historical Foundation (Foundation), a non-profit organization designated by Congress to lead Museum fundraising efforts."

Example:

"This unique joint-effort structure and the recent (October 2019) re-alignment of the Museum under the U.S. Army Training and Doctrine Command (TRADOC) from the Office of the Administrative Assistant (OAA) also complicates messaging and synchronization."

- e. Do NOT refer to the Museum as "the Capstone of the Army Museum Enterprise"
- f. G-STEM (hyphen is required, no periods between letters)
- g. In depth (no hyphen)
- h. "...widely recognized curriculum..." should be used when discussing curriculum instead of "Common Core."
- i. "theNMUSA.org" When writing the Museum website use this format: theNMUSA.org ("the" should appear in lowercase, NMUSA should be capitalized)
- j. Courtesy titles should not be used when referring to individuals in print.
- k. Those individuals with advanced degrees should note the degree after their name, not before.
- l. All Military unit mottos should appear in italics: *fight tonight* NOT "Fight Tonight", *second to none* NOT "Second to None"
- m. micro-artifact (hyphen is required)
- n. macro-artifact (hyphen is required)
- o. avoid the phrase "Army's social initiatives"

## 5. Museum Divisions

- a. Operations
- b. Public Affairs Office
- c. Visitor Services
- d. Programs and Education
- e. Exhibits
- f. Information Technology
- g. Facility and Security



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## Museum/Foundation Specific Guidance for Gallery and Museum Public Space Names<sup>3</sup>

### 6. Exterior Elements

- a. The Promenade (walkway from parking lot to main entrance)
- b. *Path of Remembrance* (related to the Foundation/AHF Brick Program and the Promenade)
- c. Focal Point (approximately 12 ft tall x 6 ft wide black granite wall with “THIS WE’LL DEFEND” and the Army Symbol engraved in gold where Liberty Drive dead ends at the Promenade)

### 7. Deferred Exterior Elements

- a. Memorial Garden
- b. Outdoor Event Space (will look for an opportunity to revisit “parade ground”)
- c. Parade Ground Plaza (this space has been branded by the Foundation and the brick program)
- d. Grandstand
- e. Amphitheater
- f. Army Heritage and Interpretive Trail
- g. Vehicle Demonstration Track

### 8. Public Spaces First Floor

- a. Lobby (Gallery 1)
  - i. Army Emblem
  - ii. Donor Wall
  - iii. Campaign Wall (lists the Army campaigns, avoid use of “Wall of Honor”.)
  - iv. Welcome Desk
- b. Museum Store
- c. Museum Café (this name could change) include the accent on the é in all references, usually available as a symbol insert in most word processing programs.)
  - i. Café Terrace

### 9. Galleries to include Theater and Simulator Space

- a. *Soldiers' Stories Gallery* (Gallery 2)
  - i. 41 *Soldiers' Stories* Pylons (pylons begin outside the Museum)
  - ii. Soldier's Creed (wall in *Soldiers' Stories Gallery* with the United States Army Symbol)
- b. *Army Theater* (Gallery 3)
  - i. “Of Noble Deeds” (Featured Movie, title should always appear capitalized and in quotes, 12 minutes long)
- c. *Army Concourse* (Gallery 4)
- d. *Virtual Reality and Ride Simulators* (simulator space). Formerly “Army Action Center” Army action Center was renamed by the Foundation in March 2020.

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<sup>3</sup> Last updated January 07, 2020



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- e. *Fighting for the Nation Galleries*
  - i. *Founding the Nation Gallery* (Gallery 5)
  - ii. *Preserving the Nation Gallery* (Gallery 6)
  - iii. *Nation Overseas Gallery* (Gallery 7)
  - iv. *Global War Gallery* (Gallery 8)
  - v. *Cold War Gallery* (Gallery 9)
  - vi. *Changing World Gallery* (Gallery 10)
- f. *Army and Society Gallery* (Gallery 11)
- g. *Special Exhibition Gallery*

## 10. Veterans' Hall and Corresponding Spaces

- a. Veterans' Hall
- b. Pre-Function Space
- c. Green Room Vestibule
- d. Green Room

## 11. Conference Rooms Located on the Third Floor (these names could change)

There are now two conference rooms separated by an air wall. Eventually, there will be two conference rooms that may have names appended at a later date.

*\*\*Be advised any named room in an Army building must adhere to Army regulations on the subject and must be accompanied by official paperwork.*

- a. Executive Conference Room A
- b. Executive Conference Room B
- c. Executive Conference Room A+B (when used together as one room)

## 12. Medal of Honor and Corresponding Spaces

- a. Medal of Honor Garden
- b. Medal of Honor Experience
  - i. East Vestibule
  - ii. West Vestibule – Rotating Exhibit
    - 1. Opening with “Nisei Soldier Experience”

## 13. Experiential Learning Center and Corresponding Spaces and Activities

- a. Experiential Learning Center
  - i. Assembly Area
  - ii. Learning Lab
  - iii. Fort Discover
    - 1. Fort Tower and Play Area
    - 2. Camo Camera
    - 3. Build a Base
    - 4. Missile Launcher
    - 5. Blackjack and Buckshot Interactive Games
      - a. Hot Air Hide-n-Seek



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- b. Highway Hay Hunt
  - c. Canal Craziiness
  - d. Mobile Phone Mules
- iv. Training Center (G-STEM)
    - 1. Geography
    - 2. Science
    - 3. Technology
    - 4. Engineering
    - 5. Math
- b. ELC Program Names
    - i. *Operation Safe Passage*
    - ii. *Growing Up Army*
    - iii. *Army Innovations*
    - iv. *The Army Behind the Army*
    - v. *Brats to Boots*

## 14. Campus

- a. Museum Campus

## 15. Organizations Involved

- a. The National Museum of the United States Army (Museum)  
**Museum is capitalized when used alone**
- b. The Army Historical Foundation (Foundation)  
**Foundation is capitalized when used alone**
- c. Skidmore, Owings & Merrill LLP (SOM) – *building architect*
- d. Eisterhold Associates, Inc. (EAI) – *current exhibit architect*
- e. ~~Huffman Developments – *Foundation's owner's representative*<sup>4</sup>~~
- f. Clark Construction Group, LLC – *Foundation's building construction contractor (Completed contract work in May of 2019)*
- g. Susan Davis International (SDI) – *Foundation's public relations firm*
- h. U.S. Army Corps of Engineers (USACE) – *The Army's COR*
  - i. Design and Production Incorporated (D&P) – *gallery exhibit fabrication and installation (no comma)*
  - ii. Shirley Contracting Company, LLC – *MCA site preparation contractor*
  - iii. Studio EiS – *cast figures*
  - iv. Artistry in Motion (AIM) – *clothing, gear, and weapons for cast figures*
  - v. ELY – *artifact mounts (D&P Sub?? Needs clarification)*
- i. Aviation and Missile Research, Development and Engineering Center (AMRDEC) – *Holds contract for TSR to support NMUSA*

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<sup>4</sup> No longer associated with the project, but had an early role with the Foundation.



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- i. The Scenic Route (TSR) – *designer, fabricator, installer for ELC, MOH Experience, Army Theater, Fort Discover, Army Trail*

## 16. Army Organizations/Terms

- a. United States Army Training and Doctrine Command (TRADOC)
- b. Office of the Administrative Assistant to the Secretary of the Army (OAA)
- c. Army Museum Enterprise (AME) – *not Army Museum System*

## 17. Major Milestones

- a. January 15, 2020: Official Conveyance of the Museum from the Army Historical Foundation to the Army. The United States Army now owns the Museum building and the Army Historical Foundation functions in the building under an operational lease.
- b. On May 1, 2019 the Museum began an official transition with CMH from OAA to TRADOC. The transition was completed on October 1, 2019.
- c. As of July 1, 2017, the Museum officially transitioned from Assistant Secretary of the Army (Installations, Energy and Environment) ASA (IE&E) to OAA CMH.

## 18. Other Organizations of Note

- a. National Veterans Network (NVN) – Veterans organization that helped Museum with Nisei artifacts

## 19. Event Spaces Capacity

The following table provides recommended Museum designated event space capacity information. Other limits apply depending on the nature or type of event.

### Recommended Function Capacities

| Designated Event Space | SqFt  | Theatre*           | Reception | Banquet 60" Rounds of 8 | Banquet** 66" Rounds of 10 | Banquet 72" Rounds of 12 | Classroom* | Boardroom Hollow Square |
|------------------------|-------|--------------------|-----------|-------------------------|----------------------------|--------------------------|------------|-------------------------|
| Lobby                  | 8,607 | 400                | 400       | -                       | 370 (37)                   | -                        | 267        | 68                      |
| Veteran's Hall         | 3,789 | 270                | 270       | 160 (20)                | -                          | -                        | 120        | 52                      |
| Pre-function Area      | 1,393 | 70                 | 80        | -                       | 50 (5)                     | -                        | 63         | 24                      |
| Theatre                | 3,617 | 114 (8 accessible) | -         | -                       | -                          | -                        | -          | -                       |
| Meeting Room A         | 661   | 44                 | 44        | 30                      |                            |                          | 24         | 18                      |
| Meeting Room B         | 664   | -                  | -         | -                       | -                          | -                        | -          | 18                      |
| Meeting Room AB        | 1,325 | 45                 | -         | -                       | -                          |                          | 40         | 38                      |
| Café                   | 1,483 | 90                 | 99        | -                       | 90 (9)                     | -                        | 32         | 20                      |
| Medal of Honor Garden  | 5,704 | 108                | 300       | -                       | 270 (27)                   | -                        | -          | -                       |



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|                     |         |     |     |     |        |   |   |   |
|---------------------|---------|-----|-----|-----|--------|---|---|---|
| Café Terrace        | 4,628   | 105 | 200 | 112 | -      | - | - | - |
| ELC Terrace         | 1,636   | 95  | 109 | -   | 90 (9) | - | - | - |
| Plaza               | 17,756  |     |     |     |        |   |   |   |
| Outdoor Event Space | 148,630 |     |     |     |        |   |   |   |

\* Does not include space for audio/visual equipment

\*\* Does not include space for audio/visual equipment, some tables may have an obstructed view

## 20. Gallery Numbers for Reference:

- ❖ Lobby (Gallery 1)
- ❖ *Soldiers' Stories Gallery* (Gallery 2)
- ❖ *Army Theater* (Gallery 3)
- ❖ *Army Concourse* (Gallery 4)
- ❖ *Founding the Nation Gallery* (Gallery 5)
- ❖ *Preserving the Nation Gallery* (Gallery 6)
- ❖ *Nation Overseas Gallery* (Gallery 7)
- ❖ *Global War Gallery* (Gallery 8)
- ❖ *Cold War Gallery* (Gallery 9)
- ❖ *Changing World Gallery* (Gallery 10)
- ❖ *Army and Society Gallery* (Gallery 11)

## AP Style Dates, Years, Decades:

- Feb. 8, 2005 (Month Day, Year)
- Class of '99
- The 1940s

## Month Abbreviations AP Style

When a month is used with a specific date, **abbreviate only** Jan., Feb., Aug., Sept., Oct., Nov., and Dec. All other months **should always be completely spelled out**. Also, all months should be spelled out when they stand alone or are alone with a year. For example,

- The play will be shown beginning on July 17. (Appears with date but is not a month that is abbreviated)
- The last day of the play is Aug. 15. (Appears with date and is abbreviated)
- My birthday is in September. (Appears alone and is spelled out)
- September 1975 was a very cold month. (Appears alone with a year and is spelled out)

## Punctuating Months

When a phrase lists only a month and year, do not separate the two with commas. When a phrase lists a month, day, and year, set off the year with commas. For example,

- September 1975 was a very cold month.
- Feb. 12 is Lincoln's birthday.



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- Lincoln was born on Feb. 12, 1809.
- He alleged it was Wednesday, Jan. 5, when the crime was committed. (Set off by commas)

For use with tabular material, use the following three-letter forms without periods,

|     |
|-----|
| Jan |
| Feb |
| Mar |
| Apr |
| Jun |
| Jul |
| Aug |
| Sep |
| Oct |
| Nov |
| Dec |

## AP Style States and Cities

When the name of a state name appears in the body of a text, spell it out. When the name of a city and state are used together, the name of the state should be abbreviated (except for *Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas* and *Utah*). States should also be abbreviated when used as part of a short-form political affiliation. Examples: *He was travelling to Nashville, Tenn. The peace accord was signed in Dayton, Ohio. The storm began in Indiana and moved west toward Peoria, Ill.*

Here is how each state is abbreviated in AP style (with the postal code abbreviations in parentheses):

| State Abbreviations |            |
|---------------------|------------|
| Ala. (AL)           | Neb. (NE)  |
| Ariz. (AZ)          | Nev. (NV)  |
| Ark. (AR)           | N.H. (NH)  |
| Calif. (CA)         | N.J. (NJ)  |
| Colo. (CO)          | N.M. (NM)  |
| Conn. (CT)          | N.Y. (NY)  |
| Del. (DE)           | N.C. (NC)  |
| Fla. (FL)           | N.D. (ND)  |
| Ga. (GA)            | Okla. (OK) |
| Ill. (IL)           | Ore. (OR)  |
| Ind. (IN)           | Pa. (PA)   |
| Kan. (KS)           | R.I. (RI)  |
| Ky. (KY)            | S.C. (SC)  |
| La. (LA)            | S.D. (SD)  |
| Md. (MD)            | Tenn. (TN) |
| Mass. (MA)          | Vt. (VT)   |
| Mich. (MI)          | Va. (VA)   |



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|            |            |
|------------|------------|
| Minn. (MN) | Wash. (WA) |
| Miss. (MS) | W.Va. (WV) |
| Mo. (MO)   | Wis. (WI)  |
| Mont. (MT) | Wyo. (WY)  |

You will notice that eight states are missing from this list. That is because Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated.

AP style does not require the name of a state to accompany the names of the following 30 cities:

| Cities Not Requiring State Names |                |
|----------------------------------|----------------|
| Atlanta                          | Phoenix        |
| Baltimore                        | Pittsburgh     |
| Boston                           | St. Louis      |
| Chicago                          | Salt Lake City |
| Cincinnati                       | San Antonio    |
| Cleveland                        | San Diego      |
| Dallas                           | San Francisco  |
| Denver                           | Seattle        |
| Detroit                          | Washington     |
| Honolulu                         |                |
| Houston                          |                |
| Indianapolis                     |                |
| Las Vegas                        |                |
| Los Angeles                      |                |
| Miami                            |                |
| Milwaukee                        |                |
| Minneapolis                      |                |
| New Orleans                      |                |
| New York                         |                |
| Oklahoma City                    |                |
| Philadelphia                     |                |

## AP Style Times (Time of Day)

The exact time when an event has occurred or will occur is unnecessary for most stories. Of course, there are occasions when the time of day is important. In such cases, use figures, but spell out *noon* and *midnight*. Use a colon to separate hours from minutes, but do not use :00. Examples: *1 p.m.*, *3:30 a.m.*

## AP Style Military Titles

Capitalize a military rank when used as a formal title before an individual's name.



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On first reference, use the appropriate title before the full name of a member of the military. In subsequent references, do not continue using the title before a name. Use only the last name.

Spell out and lowercase a title when it is substituted for a name. For example,

- General Patton was one of the top U.S. commanders in World War II. The general endorsed this idea.

In some instances, it may be necessary to explain the significance of a title. For example,

- Army Sgt. Maj. John Smith described the attack. Smith, who holds the Army’s highest rank for enlistees, said that it was unprovoked.

In addition to the ranks listed below, each service has ratings such as “machinist,” “radarman,” “torpedoman,” etc., that are job descriptions. Do not use any of these designations as a title on first reference. If one is used before a name in subsequent reference, do not capitalize or abbreviate it.

Even more than this, each service branch has its own system of abbreviating officer and enlisted ranks—e.g., COL for colonel in the Army, CMDR for Navy commander—that vary widely from AP Style. However, the Department of Defense and the Army uses the AP Stylebook’s military titles in news releases and on public facing websites because non-military audiences more easily understand the AP Stylebook abbreviations.

## AP Style Military Retired Officers

A military rank may be used in first reference before the name of an officer who has retired if it is relevant to a story. Do not, however, use the military abbreviation Ret.

Instead, use retired just as former would be used before the title of a civilian:

- They invited retired Army Gen. John Smith.

Below is a list of military titles and how they should appear in AP Style.

### ARMY TITLES AP STYLE<sup>5</sup>

Rank Usage before a name

#### Army Commissioned Officers

| Rank               | AP Style Abbreviation |
|--------------------|-----------------------|
| general            | Gen.                  |
| lieutenant general | Lt. Gen.              |
| major general      | Maj. Gen.             |
| brigadier general  | Brig. Gen.            |
| colonel            | Col.                  |
| lieutenant colonel | Lt. Col.              |
| major              | Maj.                  |
| captain            | Capt.                 |

<sup>5</sup> The Associated Press Stylebook and Briefing on Media Law. Cambridge, Mass. : Perseus Pub., c2000-



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|                   |         |
|-------------------|---------|
| first lieutenant  | 1st Lt. |
| second lieutenant | 2nd Lt. |

## Army Warrant Officers

| Rank                              | AP Style Abbreviation   |
|-----------------------------------|-------------------------|
| warrant officer (W01)             | Warrant Officer         |
| chief warrant officer two (CW2)   | Chief Warrant Officer 2 |
| chief warrant officer three (CW3) | Chief Warrant Officer 3 |
| chief warrant officer four (CW4)  | Chief Warrant Officer 4 |
| chief warrant officer five (CW5)  | Chief Warrant Officer 5 |

## Army Enlisted Personnel

| Rank                       | AP Style Abbreviation |
|----------------------------|-----------------------|
| sergeant major of the Army | Sgt. Maj. of the Army |
| command sergeant major     | Command Sgt. Maj.     |
| sergeant major             | Sgt. Maj.             |
| first sergeant             | 1st Sgt.              |
| master sergeant            | Master Sgt.           |
| sergeant first class       | Sgt. 1st Class        |
| staff sergeant             | Staff Sgt.            |
| sergeant                   | Sgt.                  |
| corporal                   | Cpl.                  |
| specialist                 | Spc.                  |
| private first class        | Pfc.                  |
| private                    | Pvt.                  |

## NAVY, COAST GUARD TITLES AP STYLE<sup>6</sup>

### Navy Commissioned Officers

| Rank                    | AP Style Abbreviation |
|-------------------------|-----------------------|
| admiral                 | Adm.                  |
| vice admiral            | Vice Adm.             |
| rear admiral upper half | Rear Adm.             |
| rear admiral lower half | Rear Adm.             |
| captain                 | Capt.                 |
| commander               | Cmdr.                 |
| lieutenant commander    | Lt. Cmdr.             |
| lieutenant              | Lt.                   |
| lieutenant junior grade | Lt. j.g.              |
| ensign                  | Ensign                |

<sup>6</sup> The Associated Press Stylebook and Briefing on Media Law. Cambridge, Mass. : Perseus Pub., c2000-



# National Museum of the United States Army Style Guide

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## Navy Warrant Officers

| Rank                  | AP Style Abbreviation |
|-----------------------|-----------------------|
| chief warrant officer | Chief Warrant Officer |

## Navy Enlisted Personnel

| Rank                                   | AP Style Abbreviation                  |
|--|--|
| master chief petty officer of the Navy | Master Chief Petty Officer of the Navy |
| master chief petty officer             | Master Chief Petty Officer             |
| senior chief petty officer             | Senior Chief Petty Officer             |
| chief petty officer                    | Chief Petty Officer                    |
| petty officer first class              | Petty Officer 1st Class                |
| petty officer second class             | Petty Officer 2nd Class                |
| petty officer third class              | Petty Officer 3rd Class                |
| seaman                                 | Seaman                                 |
| seaman apprentice                      | Seaman Apprentice                      |
| seaman recruit                         | Seaman Recruit                         |

## MARINE CORPS TITLES AP STYLE<sup>7</sup>

### Marine Corps Commissioned Officers

The ranks and abbreviations for commissioned officers in the Marine Corps are the same as those in the Army. Warrant officer ratings follow the same system that is used in the Navy. There are no specialist ratings in the Marine Corps.

### Marine Corps Other

| Rank                               | AP Style Abbreviation         |
|------------------------------------|-------------------------------|
| sergeant major of the Marine Corps | Sgt. Maj. of the Marine Corps |
| sergeant major                     | Sgt. Maj.                     |
| master gunnery sergeant            | Master Gunnery Sgt.           |
| first sergeant                     | 1st Sgt.                      |
| master sergeant                    | Master Sgt.                   |
| gunnery sergeant                   | Gunnery Sgt.                  |
| staff sergeant                     | Staff Sgt.                    |
| sergeant                           | Sgt.                          |
| corporal                           | Cpl.                          |
| lance corporal                     | Lance Cpl.                    |
| private first class                | Pfc.                          |

<sup>7</sup> The Associated Press Stylebook and Briefing on Media Law. Cambridge, Mass. : Perseus Pub., c2000-



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|         |      |
|---------|------|
| private | Pvt. |
|---------|------|

## AIR FORCE TITLES AP STYLE<sup>8</sup>

### Air Force Commissioned Officers

Ranks and abbreviations for commissioned officers in the Air Force are the same as those in the Army.

### Air Force Enlisted Designations

| Rank                                   | AP Style Abbreviation              |
|--|------------------------------------|
| chief master sergeant of the Air Force | Chief Master Sgt. of the Air Force |
| chief master sergeant                  | Chief Master Sgt.                  |
| senior master sergeant                 | Senior Master Sgt.                 |
| master sergeant                        | Master Sgt.                        |
| technical sergeant                     | Tech. Sgt.                         |
| staff sergeant                         | Staff Sgt.                         |
| senior airman                          | Senior Airman                      |
| airman first class                     | Airman 1st Class                   |
| airman                                 | Airman                             |
| airman basic                           | Airman                             |

## AP Style Military Units

AP Style holds that you should use Arabic figures and capitalize the key words when linked with the figures. For example,

- 1st Infantry Division (of the 1st Division)
- 5th Battalion
- 395th Field Artillery
- 7th Fleet

-BUT-

- the division
- the battalion
- the artillery
- the fleet

## Museum Guidance Courtesy Titles

The National Museum of the United States Army (Museum) style guidance for the use of courtesy titles codifies museum industry best practice, Army regulations regarding signature blocks,<sup>9</sup> Army

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<sup>8</sup> The Associated Press Stylebook and Briefing on Media Law. Cambridge, Mass. : Perseus Pub., c2000-  
<sup>9</sup> (Business cards are not covered regarding this topic in a review of Army Regulations and associated literature)



# National Museum of the United States Army Style Guide

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regulations regarding the formatting of printed documents intended for a public audience, and the intent of the Director to refrain from using courtesy titles when referring to staff in print.

Courtesy titles are titles such as Mr., Ms. and Mrs. that are placed before an individual's name.

To ensure consistency across all products printed for public audiences, name and position title formatting should be:

(no title) First Middle Last, (suffix), applicable advanced degree above a master's degree abbreviated according to AP style guidelines.

As such the Museum standard for staff names when appearing in text is to refrain from the use of any courtesy title preceding the names of staff. As illustrated by the samples below:

Mirabelle Buttersfield, Ph.D.

Ilean Wills, M.D.

Ima Suya, J.D.

Those wishing to indicate an advanced degree in standardized staff lists and on Business Cards may note their degree after their name, examples include: Ph.D., J.D., M.D., D.D.S., L.L.M., M.Ed.

As a standardization measure courtesy titles and titles—Mr. Mrs. Ms. Dr. Rev. are only to be used for address lines and in standard correspondence salutation lines.

## AP Style Military Titles

Those individuals holding active-duty military rank should have their rank indicated prior to their name in the body text of a publication other than Business Cards (for that guidance see the entry on Business Card Style Guidance in this document).

For further guidance on this topic see the [AP Style Military Titles](#) section of this document

### Additional Guidance<sup>10</sup>

Many other commonly used titles not included on this page are listed separately on the main [AP Stylebook](#) page. Also, please see Writing Explained's other pages on [academic titles](#), [composition titles](#), [courtesy titles](#), [book titles](#), [legislative titles](#), [magazine titles](#), [movie titles](#), [military titles](#), [presidential titles](#), and [religious titles](#).

## AP STYLE TITLES (GENERAL GUIDANCE)

The AP Stylebook holds that capitalization, in general, should be confined to formal titles that are used directly before an individual's name. This being said, however, the AP Stylebook does go on to list some more specific guidelines that are to be followed when using various titles in your text.

### When to Lowercase Titles

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<sup>10</sup> Writing Explained, AP Style Guidance, <https://writingexplained.org/ap-style>



# National Museum of the United States Army Style Guide

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You should lowercase and spell out titles when they are not used with an individual's name. For example,

- The congressman gave a speech.
- The school president delivered the invocation.

You should lowercase and spell out titles when they are in constructions that set them off from a name by commas. For example,

- The 40th president, Ronald Reagan, was elected in 1980.
- James Brown, our current high-school principal, does not plan to leave our school.

The courtesy titles Mr., Mrs., Miss, and Ms. apply both in regular text and in quotations. To see when to use these courtesy titles, see our [page on the subject](#).

\*\*\*\*(1) The AP Stylebook states, "In subsequent reference, do not continue using the title before the name. Use only the last name of a man. Use Miss, Mrs., or Ms. before the last name of a woman, depending on her preference." For Museum publications, use only the last name in subsequent reference regardless of gender.

## Formal Titles

AP Style holds that formal titles should be capitalized when they appear directly in front of one or more names.

For example,

- The Reverend Bill Graham has met with many presidents.
- Then Senator John F. Kennedy was elected president.

A formal title is different, however, from a simple occupational description. A formal title generally denotes a scope of authority, professional activity, or academic activity.

For example,

- Governor Jerry Brown
- Dr. Sanjay Gupta
- General George S. Patton
- Professor Joel Slemrod

## These titles are different from the following occupational titles,

- astronaut Neil Armstrong.
- television star Neil Patrick Harris.
- movie star Brad Pitt.
- peanut farmer Jimmy Carter.

One-way to determine whether a title of formal or occupational is to look at the governmental or private organization that confers it. Do they capitalize the title in their usage of it? If so, it is probably a formal title and should be capitalized.



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However, if you are ever unsure whether a title is formal or occupational, you can avoid the problem of capitalization by using a construction that sets it off by commas.

For instance, in our above example,

- The 40th president, Ronald Reagan, was elected in 1980.
- James Brown, our current high-school principal, does not plan to leave our school.

## Abbreviated Titles

Certain formal titles should be capitalized and abbreviated when they appear in your text. The following titles are capitalized and abbreviated when used before a name both inside and outside of quotations.

- Dr.
- Gov.
- Lt. Gov.
- Rep.
- Sen.
- Pvt. (and certain other military ranks, see full section on Military Ranks)

All other formal titles are to be spelled out in all uses.

## Government Officials

Stories that are with U.S. datelines should not include U.S. before “Secretary of State” or other governmental officials, unless it is necessary for clarity.

For example,

- Secretary of State John Kerry.
- Secretary of Health and Human Services Kathleen Sebelius.

In stories with international datelines, U.S. should be included before titles.

For example,

- U.S. Secretary of State John Kerry.
- U.S. Secretary of Health and Human Services Kathleen Sebelius.

The titles of the presidency and vice presidency are exceptions. Even in international datelines these can appear as

- President Barack Obama.
- Vice President Joe Biden.

## Royal Titles

Capitalize king, queen, prince, etc., when used directly before a name.

For example,

- Prince Harry has red hair.



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- Queen Elizabeth met with the Prime Minister.

See individual entries on the nobility page.

## **Titles of Nobility**

Capitalize a full title when it serves as the alternative name for an individual. For example,

- The Duke of Wellington today ate at the local café.

For more titles see nobility page.

## **Past and Future Titles**

A title that someone has held, will hold in the future, or holds temporarily should be capitalized when used directly before their name. The qualifying word, however, should not be capitalized. For example,

- This is a policy put in place by former President Bill Clinton.
- I am pleased to announce the interim Principal Curt Babcock.

## **Long Titles**

Long titles should be separated from a name by constructions that require a comma.

For example,

- Frank Kendall, the undersecretary of defense for acquisition, technology, and logistics, met with us today.
- The undersecretary of defense for acquisition, technology, and logistics, Frank Kendall, met with us today.

## **Unique Titles**

If a title only applies to a one person in an organization, insert the word “the” in a construction that uses commas.

For example,

- Jim Jones, the managing editor, spoke with us about journalism.

## **AP Style Millions, Billions, Trillions Dollars:**

Use a figure-word combination.

- 1 million people, not one million
- \$2 billion, not two billion

Also note no hyphen linking numerals and the word million, billion, or trillion.



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## Additional Style notes for AP Style:

Fourth of July, NOT 4th of July

Spell out US state names and set part with commas Austin, Texas,...Omaha, Nebraska, unless at the end of a sentence.

USE “more than” NOT “over” EXCEPT when referencing a period of time: “more than \$36.5 billion”... “hardened over 65 years of shared sacrifice”

do NOT use serial ie Oxford comma except when needed for clarity

**Capitalize** the full proper names of governmental agencies, departments, and offices. For example,

- the U.S. Department of State, the Department of the Army

## Dimensions AP Style:

Use figures and spell out words like inches, feet, yards, etc., to indicate depth, height, length, and width. You should hyphenate adjectival form before nouns. For example,

- He is 5 feet 6 inches tall.
- The 5-foot-6-inch man.
- The 5-foot man.
- The basketball team signed a 7-footer.
- The truck is 17 feet long, 6 feet wide, and 7 feet high.
- The room is 9 feet by 12 feet.
- The 9-by-12 room.
- The storm left 5 inches of rain.
- The building has 7,000 square feet of floor space.

Use an apostrophe to indicate “feet” and quotation marks to indicate “inches” (6’5”) only in very technical senses.

## Business Card Style Guidance (Titles)



# National Museum of the United States Army Style Guide

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The National Museum of the United States Army (Museum) style guidance for business cards codifies museum industry best practice, Army regulations regarding signature blocks,<sup>11</sup> Army regulations regarding the formatting of printed documents intended for a public audience, and the intent of the Director to refrain from using courtesy titles when referring to staff in print.

Courtesy titles are titles such as Mr., Ms. and Mrs. that are placed before an individual’s name.

As outlined in updated Museum Branding Guidelines, design for Museum staff business cards should be:



**TAMMY E. CALL**

Director

o 571.000.000 c 571.000.000 e xxxxxxxxxxxxxxxx@mail.mil  
1775 Liberty Drive, Fort Belvoir, Virginia 22060-6205 [theNMUSA.org](http://theNMUSA.org)



NM BUSCARD New

### Business Card Set-Up (In-House)

The business card configuration has been spelled out in detail to ensure that each person’s card is identical. Since the front of the card will need to be personalized for each individual, dimensions, spacing, typeface, point size, and leading are clearly identified.

To ensure consistency across all business cards, name and position title formatting should be:

(no title) First Middle Last, (suffix), applicable advanced degree above a master’s degree abbreviated according to AP style guidelines.

The second “title” line would also include as dictated by the Army correspondence Manual that an active duty military members rank/military title would be placed here as well as branch of Service, and then title also on the second line.

<sup>11</sup> (Business cards are not covered regarding this topic in a review of Army Regulations and associated literature)



# National Museum of the United States Army Style Guide

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As such the Museum standard for staff names, courtesy titles and military titles is to refrain from the use of any title preceding the names of staff. As illustrated by the samples below:

Mirabelle Buttersfield, Ph.D.

Ilean Wills, M.D.

Ima Suya, J.D.

George Patton  
General, U.S. Army | Director of Programs

Those wishing to indicate an advanced degree in standardized staff lists and on Business Cards may note their degree after their name, examples include: Ph.D., J.D., M.D., D.D.S., L.L.M., M.Ed.

As a standardization measure courtesy titles and titles—Mr. Mrs. Ms. Dr. Rev. are only to be used for address lines and in standard correspondence salutation lines.

## Additional Guidance<sup>12</sup>

Many other commonly used titles not included on this page are listed separately on the main [AP Stylebook](#) page. Also, please see Writing Explained's other pages on [academic titles](#), [composition titles](#), [courtesy titles](#), [book titles](#), [legislative titles](#), [magazine titles](#), [movie titles](#), [military titles](#), [presidential titles](#), and [religious titles](#).

## PUNCTUATION: COMMA USE IN AP STYLE<sup>13</sup>

There are 11 simple rules that govern the comma in AP style. **Be aware that this is a particular style.** Other styles have different rules for comma use.

1) When the last item in a series is connected by a coordinating conjunction (e.g., and, or, but, nor, for, yet, so), do not use a comma before the conjunction.

- I enjoy golf, football and boxing.

2) Use a comma to separate two independent clauses connected by a coordinating conjunction.

- The UO football team won the game, and the Ducks are going to the Rose Bowl.

3) Remember: A compound predicate (two or more verbs serving the same subject) does not need a comma.

- The man voted today and hoped his candidate would win.

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<sup>12</sup> Writing Explained, AP Style Guidance, <https://writingexplained.org/ap-style>

<sup>13</sup> Posted November 16, 2011, by THETONGUEUNTIED at <http://www.grammaruntied.com/blog/?p=1196>



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- 4) Use commas following introductory clauses and phrases and other clauses and phrases that would be confusing without commas.
  - In the hassles and headaches of daily life at the University, it is easy to forget how privileged we are to attend college.
  - Although she had always been afraid to fly, she loved her flight in a small plane.
  - Every day, journalists report the news.
- 5) Use commas to set off non-restrictive (non-essential) clauses, phrases and modifiers from the rest of the sentence.
  - The lawn mower that is broken is in the garage.
  - (Restrictive: Indicates more than one lawn mower)
  - The lawn mower, which is broken, is in the garage.
  - (Nonrestrictive: Adds non-essential information about the only lawn mower)
- 6) Use commas to separate descriptive modifiers of equal rank if the coordinating conjunction is missing.
  - **Tip:** If you can use the adjectives interchangeably and can successfully insert a conjunction and between them, they require a comma.
  - In an angry, blunt statement, President Clinton chided his opponents.
- 7) Use commas to set off parenthetical expressions and nominatives of direct address.
  - The test, you may recall, was easy.
  - She said, "You know, Jan, that the test is today."
  - "Jan, where's the car?" "Where's the car, Jan?"
- 8) Use commas to set off participial phrases that modify some part of the independent clause.
  - The runner quit, having cut his toe on a broken bottle.
  - The judge, tired of the commotion in the courtroom, made everyone leave.
  - Driven by an unquenchable desire to win, Sally often cheated.
- 9) Do not use a comma to separate two independent clauses that are **not** joined by a coordinating conjunction. Do not use a comma to introduce a subordinate clause.
  - The test was today, we all passed. (WRONG)
  - We all passed the test because it was easy. (RIGHT)
- 10) Do not use a comma to separate a reflexive pronoun.
  - The mayor himself will be here today.
- 11) Do not use a comma to precede a partial quotation.
  - The mayor said that his opponent was "one of the worst candidates ever to run for office."
  - **BUT:** If the quotation is a full sentence, it should be preceded by a comma.
  - The mayor said, "John Smith is one of the worst candidates ever to run for office."



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## Other Resources:

### Department of Defense, Visual Information Style Guide

July 16, 2018, (Supersedes version of Sept. 25, 2017), OATSD(PA)

Available from PAO or at:

[https://www.dimoc.mil/Portals/64/docs/DVI\\_docs/DoD\\_VI\\_Style\\_Guide\\_July\\_2018.pdf?ver=2018-07-25-135045-620](https://www.dimoc.mil/Portals/64/docs/DVI_docs/DoD_VI_Style_Guide_July_2018.pdf?ver=2018-07-25-135045-620)

### STYLE GUIDE<sup>i</sup> Additional Notes by Topic and Alphabetical

#### HEADLINES

Only the first word and proper nouns are capitalized. Exception: First word after colon is capitalized. Avoid using state abbreviations in headlines whenever possible. Use single quotes for quotation marks. Use numerals for all numbers except in casual uses: *hundreds* instead of *100s*. Do not use periods in US, UK, UN along with state abbreviations with two capital letters (NY, NJ ...), retain periods for other states (Ky., Mont.) when used due to space constraints.

**Sentence case, present** “Dwell time decreases for deployed Soldiers” **Sentence case, future** “Dwell time to decrease for deployed Soldiers” **Common leader acronym acceptable in title** “CSA to visit Fort Hood” **Known leader name acceptable in title** “Milley visits Fort Hood”

**Postal code abbreviations** The eight states that are not abbreviated in text: AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah). Also: District of Columbia (DC).

**Miscellaneous** Use *New York state* when necessary to distinguish the state from *New York City*. Use *state of Washington* or *Washington state* when necessary to distinguish the state from the *District of Columbia*.

#### PROPER UNIT NAMES

Some unit names include **information behind the element name, in parenthesis**. This is part of the proper name of the unit, and should be included on all references. For example:

*3rd U.S. Infantry Regiment (The Old Guard)* – The proper name of the Army unit that handles ceremonial responsibilities at Arlington National Cemetery. *10th Mountain Division (Light Infantry)*

*101st Airborne Division (Air Assault) 5th Special Forces Group (Airborne)*

#### STATE NAMES

U.S. states should be **spelled out** when used in the **body of a story**, whether standing alone or in conjunction with a city, town, village or military base. State name is not necessary if it is the same as the dateline. This also applies to newspapers cited in a story. For example, a story datelined Providence, R.I., would reference the Providence Journal, not the Providence (R.I.) Journal.



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Use **Washington** alone in text and datelines. Use **Washington, D.C.**, if you need to differentiate from Washington state. Use **District of Columbia** only when part of an official name. May use **the District** on second reference. Do not use **D.C.** alone unless within a quote. In a mailing address, use **Washington, DC 20001**. These are the updated 2019 guidelines, which are different from previous versions.

**Abbreviations** In conjunction with the name of a city, town, village or military base in most datelines. In lists, agate, tabular material, non-publishable editor’s notes and credit lines. In short-form listings of party affiliation:

D-Ala., R-Mont. Use the **two-letter Postal Service abbreviations** only with full addresses, including ZIP code.

## Names

Always use a person’s first and last name the first time they are mentioned in a story. Only use last names on second reference. Do not use courtesy titles such as *Mr.*, *Mrs.*, *Miss* or *Ms.* unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

## MODIFIERS

|                   |                                     |
|-------------------|-------------------------------------|
| Nouns             | Compound Modifiers/Adjectives       |
| Reserve Component | reserve-component Soldier           |
| Active Component  | active-component Soldier            |
| Active Duty       | active-duty Soldiers National Guard |

## #s

**6-Pounder Gun Tube** Always appears with a numeral hyphen Pounder with a capital P and with “er”

## A

**abbreviations/acronyms** Only use abbreviations on second reference. The abbreviations should be established on first reference, preferably without using parenthesis: *Soldiers should check their Leave and Earnings Statement, known as an LES, to ensure the changes were implemented.*

**active duty** (noun) **active-duty** (compound modifier) Hyphenate when used as a compound modifier: *He was active duty before becoming a reserve Soldier. He was an active-duty Soldier before becoming a reserve Soldier.*

**African American** (noun) **African-American Soldier** (adjective) Black is the preferred adjective according to AP style.

**all hands** (noun) **all-hands** (adjective/compound modifier) Hyphenate when used as an adjective/compound modifier: *The commanding officer called all hands to the meeting. The Sailors attended the all-hands call.*

**American flag, U.S. flag** Lowercase flag.



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**American long rifle** Always a space between long and rifle; long and rifle not capitalized unless dictated by format, ie title case.

**ampersand (&):** The Museum style, which differs from AP Style, will be to use Ampersands in headlines and subheads. In body text, including captions, the word "and" will be used.

Animals: **emotional support animal** not capitalized, **service animal**, not capitalized—emotional support animals and service animals are discrete terms and should not be used interchangeably.

**artifact** micro-artifact (hyphen is required), macro-artifact (hyphen is required)

## B

**bulleted lists, lists** The Museum uses bullets for lists. Put a space between bullet and the first word of each item in the list. Capitalize the first word following the bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.

Use parallel construction for each item in a list:

- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.

Introduce the list with a short phrase or sentence, for example: Our partners: or These are our partners: or Our partners are:

## C

**Café, Museum Café** Capitalize and include accent on é. When referenced by just Café, also capitalize. Include the accent on the é in all references (usually available as a symbol insert in most word processing programs.)

**capstone** Do NOT refer to the Museum as “the Capstone of the Army Museum Enterprise”

**career branches** Capitalize when referring to a specific branch: Infantry, Armor, Field Artillery, Signal, Public Affairs, Medical Service. Lowercase when referring to a job title: infantryman, paratrooper, military police.

**cavalry** Lowercase unless it is part of a unit name. Do not confuse with Calvary, which is a religious term.

**century** lowercase, spelling out numbers less than 10, example 20th century, 18<sup>th</sup> century, first century. For proper names, follow the organization’s practice: 21<sup>st</sup> Century Fox, Twentieth Century Limited.

**change of command ceremony** (compound modifier) Do not hyphenate.



# National Museum of the United States Army Style Guide

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**curriculum** "...widely recognized curriculum..." should be used when discussing curriculum instead of "Common Core."

**civilian titles** Do not use courtesy titles such Mr., Mrs., Miss, or Ms. unless requested by the named person. Other formal titles such as Dr., Sen. or Gov. should be used where applicable. Do not use such titles on second reference unless necessary to differentiate two people with the same last name.

**civilian** (generic reference). Lowercase unless referring to Department of the Army Civilians (proper noun).

**citizen-Soldiers** Lowercase citizen.

**colors** The preferred style is American flag or U.S. flag. Do not use in reference to flags of other nations. Acceptable when referring to unit flags and guidons. The battalion colors were furled during a transfer of authority ceremony.

**commander in chief** Do not hyphenate; lowercase unless it appears before a name.

**congressional** Lowercase unless part of a proper name: congressional salaries, the Congressional Quarterly, the Congressional Record.

**contingency operating base** Lowercase unless it accompanies the name of a specific location. COB is acceptable on second reference.

**corps** Lowercase, shortened reference to units as a stand alone, except when referring to the U.S. Army Corps of Engineers

**Corps** Capitalized refers to the U.S. Marine Corps.

**counter improvised explosive device** Do not hyphenate or capitalize.

Counter IED is acceptable on second reference.

## D

**deferred elements** Not unfunded; example "The Army Trail is a deferred element."

**demining** Do not hyphenate.

**Descriptive Audio Tours** capitalize

**Dr.** Those individuals with advanced degrees should note the degree after their name, not before.

**DOD** Abbreviation for *Department of Defense*. All caps. DOD is acceptable on second reference, varies slightly from Army regulation guidance.

## E



# National Museum of the United States Army Style Guide

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**em dash(—)** Refrain from using spaces on either side of an em dash, this usage differs from AP Style, but is more common in web and design usage. Example: The National Museum of the United States Army will celebrate over 240 years of Army history and honor our nation’s soldiers—past, present and future—the regular Army, the Army Reserve and the Army National Guard.

**email** Acceptable in all references for *electronic mail*. Use a hyphen with other *e*-terms: *e-book*, *e-business*, *e-commerce*.

**emotional support animal** not capitalized, **service animal**, not capitalized

**exercises** Capitalize uniquely named exercises, but only capitalize the descriptive word exercise if it is part of the official title of the exercise. Lowercase generic descriptors for exercises: *operational readiness exercise*, *joint task force exercise*, *composite training unit exercise*.

**explosive ordnance disposal** Lowercase, unless part of a unit name or operation name. *EOD* is acceptable on second reference.

## F

**Family** Capitalize when referring to Army Families (AR 360-1, para. 13-12b).

**Family names** Capitalize words denoting family relationships only when they precede the name of a person or when they stand unmodified as a substitute for a person’s name: “*I wrote Grandfather Smith. I wrote Mother a letter. I wrote my mother a letter.*”

**federal** Use a capital letter for the architectural style and for corporate or governmental bodies that use the word as part of their formal names: the Federal Trade Commission. Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: *federal assistance*, *federal court*, *the federal government*, *a federal judge*.

**female engagement team** Lowercase unless writing about a specific team.

**firefighter** One word.

**first-come, first-served** Note that the phrase first come, first serve is incorrect, the past tense form served should be used. The term should be hyphenated only when used as an adjectival phrase before a noun, as in first-come, first-served.

**Fort** Do not use Ft. Lowercase unless it precedes the name of a specific fort.

**forward operating base** Lowercase unless it accompanies the name of a specific location. *FOB* is acceptable on second reference.

**from** Do not use from to describe a Service member’s affiliation with a military unit. Use with, assigned to or attached to. The term from implies hometown or native country. “*U.S. Army Spc. Joe Snuffy is an infantryman assigned to the 1st Battalion, 333rd Infantry Regiment.*”

## G



# National Museum of the United States Army Style Guide

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**G-STEM** hyphen is required, no periods between letters; stands for Geography, Science, Technology, Engineering, Math

## I

**IED** Abbreviation for *improvised explosive device*. *IED* is acceptable on first reference.

**in depth** (no hyphen)

**inches** spell out when used in body text. For measurements/dimensions where the format dimension × dimension × dimension or dimension × dimension is used, the abbreviation "in." may be used with the last number. For example: 22 × 14 × 9 in. or 5 × 22.25 in. Decimals are preferred for units less than one as opposed to fractions.

## J

**joint** Lowercase unless used as a proper noun as part of a unit.

**joint effort** the Museum-Foundation relationship should be referred to as a joint effort; example: "The Museum is also a joint effort (public-private) between the U.S. Army and the Army Historical Foundation (Foundation), a non-profit organization designated by Congress to lead Museum fundraising efforts."

## L

**landing zone** Lowercase unless it accompanies the name of a specific location: *U.S. Soldiers gather their gear after parachuting onto Landing Zone Tombstone. The landing zone was not cleared. LZ* is acceptable on second reference.

**landing craft, air cushion** Singular and plural. Lowercase unless identifying a specific numbered LCAC: *Landing Craft, Air Cushion 8*. LCAC is acceptable on second reference.

**landing craft utility** Lowercase unless identifying a specific numbered LCU: *Landing Craft Utility 1627*. LCAC is acceptable on second reference.

**Lists, bulleted lists** Use bullets for lists. Put a space between bullet and the first word of each item in the list. Capitalize the first word following the bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.

Use parallel construction for each item in a list:

- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.

Introduce the list with a short phrase or sentence, for example: Our partners: or These are our partners: or Our partners are:



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**live fire** (noun) **live-fire** (adjective/compound modifier) Hyphenate when used as an adjective/compound modifier: *The practice range was for shooting blanks only; it did not allow live fire. The live-fire exercise lasted all day.*

## M

**macro-artifact** (hyphen is required)

**mass casualty/mass casualty exercise** Do not hyphenate.

**Medal of Honor** The nation's highest military honor, awarded by Congress for risk of life in combat beyond the call of duty. Use *Medal of Honor recipient* or a synonym, but not winner. There is no *Congressional Medal of Honor*.

**MedEvac** Abbreviation for *medical evacuation*. *MedEvac* is acceptable on first reference.

**micro-artifact** (hyphen is required)

**military operations on urban terrain** MOUT is an out-of-favor term; the preferred term is urban operations (UO). The term *MOUT* is still in limited use and may be used when referring to a specific *MOUT city* or *MOUT site*, but should not be used in the following senses: "... train for military operations on urban terrain ..." or "... conducts military operations on urban terrain training."

**MIA/POW(s)** Abbreviation for *missing in action/prisoner(s) of war*. *MIA/POW* is acceptable on first reference. This differs from the AP Stylebook.

**mottos** All military unit mottos should appear in italics: *fight tonight* NOT "Fight Tonight", *second to none* NOT "Second to None"

**Museum Café, Café** Capitalize and include accent on é. When referenced by just *Café*, also capitalize. Include the accent on the é in all references (usually available as a symbol insert in most word processing programs.)

**muzzleloading** all one word, no spaces

## N

**nation** Lowercase.

**national anthem** Lowercase. But: "*The Star-Spangled Banner*."

**NCO** Abbreviation for *noncommissioned officer*. *NCO* is acceptable on first reference.

**noncommissioned officer in charge** Do not hyphenate. Lowercase unless it appears before a name. *NCOIC* is acceptable on second reference.

## O



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**officer in charge** Do not hyphenate. Lowercase unless it appears before a name. *OIC* is acceptable on second reference.

**Organizations** Capitalize the full names of organizations and institutions. Some are widely recognized by their abbreviations, refer to abbreviations/ acronyms entry: *U.S. Army Corps of Engineers* is the proper organizational name. *USACE* is acceptable on second reference. Do not use corps or any unofficial abbreviations, such as ACOE, USA COE, COE.

## P

**pass in review** Not *pass and review*.

**paratrooper** Lowercase.

**Pentagon** Use WASHINGTON in dateline; use Arlington, Virginia, to describe the location of the Pentagon, if the location is relevant to the story.

**phone numbers** Museum style is to use periods instead of dashes between number sections: 1.800.506.2672, 703.806.5993. This differs from the AP Stylebook.

**POW(s)/MIA** Abbreviation for *Prisoner(s) of war/missing in action*. POW/MIA is acceptable on first reference. This differs from the AP Stylebook.

## R

**rappel, rappelling/repel, repelling** To use ropes to lower oneself from a high place, such as a cliff, building or helicopter. To repel is to fend something off.

**Reserve** Capitalize when referring to *U.S. Army Reserve* (not *Reserves*). Lowercase in reference to members of these backup forces: reserve Soldiers. Only use the term *reserves* when referring to the reserve components collectively. Do not use the term *reservist*.

**Retired** Do not use (Ret.) when describing a retired service member. Capitalize the word *Retired* and place it before the service (if applicable), rank and name: *Retired U.S. Army Command Sgt. Maj. Joe Smith, left, delivers a speech.*

**Replica vs. reproduction** *the Wright Flyer in the Museum collection is a reproduction.* The difference between **replica**, copy, duplicate, and **reproduction**: In best usage, a **replica** is a precisely detailed copy. A duplicate is an exact copy. A **reproduction** is a close copy, and especially one made after the original is no longer available. In best usage, a **replica** is a precisely detailed copy. Originally, the term denoted a copy made by the original artist, but that sense is lost in American English. It has come to denote a model, especially on a smaller scale: a replica of the Empire State Building. A **duplicate** is an exact copy. A **reproduction** is a close copy, and especially one made after the original is no longer available.<sup>14</sup> The aircraft in the Army and Society Gallery was constructed as a

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<sup>14</sup> The TR Company, The Difference between Replica, Copy, Duplicate, and Reproduction, July 9, 2017, available at: <https://thetrcompany.com/en/difference-replica-copy-duplicate-reproduction/>



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**reproduction** of the Wright Model A Flyer built for Army trials held at Fort Myer, Va. in September 1908.

**Revolutionary War/War of Independence** may be used interchangeably

**rifle salute** A salute to the deceased at military funerals, usually by seven riflemen each firing three shots in unison. Do not confuse this with a 21-gun salute.

## S

**Sept. 11** When referring to the terrorist attacks of this day, use *Sept. 11 attack* or *Sept. 11 terrorist attack*, or *9/11*. Use 2001 only if needed for clarity.

**service animal**, not capitalized

**service member** Two words; lowercase: *U.S. service members help clean up in New York City after Hurricane Sandy*.

**smartphone** One word.

**Soldier** Capitalize when referring to U.S. Soldiers (AR 360-1, para. 13-12b).

**Special Forces** Do not use interchangeably with *special operations forces*. Capitalize when referring specifically to the U.S. Special Forces, also known as Green Berets. Others, such as Army Rangers, should be called special operations forces.

**Special Operations Forces** Use this term to describe U.S. special warfare units or members of those units when their exact service or unit affiliation is not clear, or when special warfare units of multiple services are conducting joint operations. Do not use special operator or commando. Capitalize when referring specifically to the U.S. Special Operations Forces: *A U.S. Special Operations Forces Service member patrols in a field near Kandahar, Afghanistan, April 5, 2012*.

**social initiatives** avoid the phrase “Army’s social initiatives”

## T

**Tomb of the Unknowns** Not Tomb of the Unknown Soldier.

**troop** Lowercase. A troop in its singular form is a group of people, often military or animals. Troops, in the plural, means several such groups. But when the plural appears with a large number, it is understood to mean individuals: There were an estimated 150,000 troops in Iraq. But not: Three troops were injured.

## V

**Volunteer** will be capitalized when referring to Museum Volunteers.

## W



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**War of Independence/Revolutionary War** may be used interchangeable

**war on terrorism** This is the acceptable term to use; all lowercase. Do not use

*global war on terrorism, GWOT or war on terror.*

**warfighter** One word; lowercase.

**Web** Capitalize.

**website** One word; lowercase.

**Welcome Desk** Capitalize

**White House** Use *Washington* to describe the location.

**Wi-Fi** hyphen is required, should appear with W and H capitalized with hyphen.

AP Style for military units, going from **smallest** to **largest**, with units separated by commas: *"I'm tired," said Sgt. Joe Snuffy, with 1st Battalion, 3rd Brigade Combat Team, 101st Airborne Division (Air Assault).* *"I can't wait to get home to my family."* Abbreviate Army units using standard acronym rules; note if it is a National Guard unit.

Army units can be tricky. It does not suffice to say that a Soldier simply belongs to Alpha Company, 1st Battalion, as there are a multitude of Alpha Companies and 1st Battalions throughout the Army. Be sure to get the unit's regimental, brigade or division affiliation; in other words, make sure a **precise, unique** unit name is listed.

**ARMY:** Numbered armies (e.g., *First Army*) can generally stand alone if the Soldiers depicted are assigned to various units within the numbered army or it's a wide shot of a numbered army event.

**CORPS:** Corps (e.g., *XVIII Airborne Corps*) can generally stand alone if the Soldiers depicted are assigned to various units within the corps or it's a wide shot of a corps event except when referring to the *U.S. Army Corps of Engineers*

**DIVISION:** Divisions (e.g., *1st Cavalry Division*) can generally stand alone if the Soldiers depicted are assigned to various units within the division or it's a wide shot of a division event.

**BRIGADE/BRIGADE COMBAT TEAM:** Most brigades/brigade combat teams numbered lower than 5 are part of a larger division. For example, each active-duty division has a 1st brigade combat team, so be sure to list the division affiliation: *1st Brigade Combat Team, 82nd Airborne Division*. There are a number of active-duty and National Guard standalone brigade combat teams, and they generally can be listed without a division. If it's a National Guard unit, be sure to list the state it's affiliated with: *30th Heavy Brigade Combat Team, North Carolina Army National Guard*.

**REGIMENT:** Do not use the shorthand for these units. For example, instead of writing *1/120th Infantry*, write out the full name: *1st Battalion, 120th Infantry Regiment*. Always list the subordinate unit before the name of the regiment: *1st Battalion, 2nd Squadron*. While the Army generally does not use the



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regimental command structure like it used to, the regimental heritage is kept to maintain the history and heraldry of many units.

**BATTALION/SQUADRON:** Most combat arms (e.g., *infantry, artillery, cavalry and armor*) battalions and squadrons belong to a numbered regiment, which must be listed in captions: *the 2nd Squadron, 14th Cavalry Regiment, 2nd Brigade Combat Team, 25th Infantry Division*. Many combat support and combat service support battalions do not have a specific regimental affiliation, but it's best to list the brigade and/or division to which they belong: *the 82nd Brigade Support Battalion, 3rd Brigade Combat Team, 82nd Airborne Division*.

**COMPANY/TROOP/BATTERY:** Companies starting with a letter always belong to a numbered battalion and regiment, which will be listed in the caption as well. Spell out such company names using the phonetic alphabet: *Charlie Company, 1st Battalion, 120th Infantry Regiment, 30th Brigade Combat Team, North Carolina Army National Guard*. NOTE: Some company-level units use non-standard nicknames: "Killer Company."

## FORCE STRUCTURE

|                                  |   |
|----------------------------------|---|
| <b>Soldier</b>                   | Individual                                  |
| <b>Squad/Section</b>             | 9 to 10 Soldiers                            |
| <b>Platoon</b>                   | 16 to 44 Soldiers; 2 to 4 squads            |
| <b>Company or Battery/Troop</b>  | 62 to 190 Soldiers; 3 to 5 platoons         |
| <b>Battalion or Squadron</b>     | 300 to 1,000 Soldiers; 4 to 6 companies     |
| <b>Brigade or Group/Regiment</b> | 3,000 to 5,000 Soldiers; 2 to 5 battalions  |
| <b>Division</b>                  | 10,000 to 15,000 Soldiers; 3 brigades       |
| <b>Corps</b>                     | 20,000 to 45,000 Soldiers; 2 to 5 divisions |
| <b>Army</b>                      | 50,000+ Soldiers                            |

## Army Regulation Source Documentation and Other Resource Guidance

AR\_25-50

### Army Regulation 25–50

Information Management: Records Management

Preparing and Managing Correspondence

6–4. Signature block

Note.

2. Civilians will use only a two-line signature block consisting of name and title, unless a third line is necessary for a long title.



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Civilians should not use “DAC” (Department of the Army Civilian) on a signature block unless they are attached to or are serving within a multiple-Service organization.

b. Placement. Begin the signature block at the center of the page on the fifth line below the authority line. If the document has no authority line, begin the signature block on the fifth line below the last line of the text.

c. Format. Type the signature block of military officials on three lines in the following order: name on the first line, military grade and branch of Service on the second line, and title on the third line. If the title requires more than one line, continue it on the fourth line, aligning the first character underneath the third character of the third line. Type the signature block of civilian officials on two lines: name on the first line and title on the second line.

Army Regulation 360–1

Army Public Affairs, The Army Public Affairs Program

13–12. Style

a. While this regulation does not dictate one particular style for AF [Army Facing] or CE [civilian enterprise] publications, the style for AF or CE newspapers should be consistent. The AP Stylebook and Briefing on Media Law is the preferred style guide for AF and CE publications. Webster’s New World Dictionary of the American Language, Second College Edition, or equivalent, is the preferred dictionary.

b. Terms of reference are as follows:

(1) The AP Stylebook states, “In subsequent reference, do not continue using the title before the name. Use only the last name of a man. Use Miss, Mrs., or Ms. before the last name of a woman, depending on her preference.” For AF and CE publications, use only the last name in subsequent reference regardless of gender.

(2) In AF and CE publications, refer to Soldiers by rank (for example, staff sergeant or lieutenant colonel) rather than by pay grade (for example, E–6 or O–5). Refer to pay grade only in pay scales.

(3) In AF and CE publications, omit a Soldier’s rank in sports and other competition stories.

(4) In all command information products and AF or CE publications, “Soldier” will be capitalized when referring to U.S. Soldiers. “Families” will be capitalized when referring to Army Families.

## **Additional Army Regulation notes on using AP style**

b. Terms of reference are as follows: (1) The AP Stylebook states, “In subsequent reference, do not continue using the title before the name. Use only the last name of a man. Use Miss, Mrs., or Ms. before the last name of a woman, depending on her preference.” For AF and CE publications, use only the last name in subsequent reference regardless of gender.

(2) In AF and CE publications, refer to Soldiers by rank (for example, staff sergeant or lieutenant colonel) rather



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than by pay grade (for example, E-6 or O-5). Refer to pay grade only in pay scales.

(3) In AF and CE publications, omit a Soldier's rank in sports and other competition stories.

## **AR 360-1 • 25 May 2011 55**

(4) In all command information products and AF or CE publications, "Soldier" will be capitalized when referring to

U.S. Soldiers. "Families" will be capitalized when referring to Army Families.

Also:

## **Plain Writing Act of 2010**

Plain Language - The Plain Writing Act of 2010 was signed into law on October 13, 2010. The law requires that federal agencies use "clear Government communication that the public can understand and use." Plain language website. Authoritative Reference: VA Directive 0001.

<sup>1</sup> Some content from/Updated Aug. 10, 2017, available at:

[https://www.army.mil/e2/downloads/rv7/armydotmil\\_style\\_guide.pdf](https://www.army.mil/e2/downloads/rv7/armydotmil_style_guide.pdf)

**NOTE:** Styles are taken from the 2017 AP Stylebook and Defense Imagery Style Guide, along with established Army Public Affairs style AR 360-1. When not mentioned, adhere to the AP Stylebook. If AP Stylebook entry does not cover a word or specific usage, refer to the Webster's Dictionary.



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| <b>Version Control:<br/>Version</b> | <b>Date</b>  | <b>Change Description</b>        | <b>Author / POC</b> |
|-------------------------------------|--------------|----------------------------------|---------------------|
| 1.5                                 | Jan 22, 2020 | Working Approved by Director, TC | Anne Trenolone, CTR |
| 2.0                                 | FEB 05, 2020 | Draft Distributed to Staff       | Anne Trenolone, CTR |
| 2.1                                 |              |                                  |                     |
| 2.2                                 |              |                                  |                     |
|                                     |              |                                  |                     |
|                                     |              |                                  |                     |