

# Playhouse Square Editorial Style Guide

The Playhouse Square *Editorial Style Guide* is intended as a quick reference tool to promote clarity and consistency in Playhouse Square print and digital communications.

When the guide does not answer a question, consult *The Associated Press Stylebook* (AP) for style and *Webster's New World College Dictionary* for spelling and hyphenation.

The Marketing Department is available to assist you as well.

Remember, proper use of grammar can save lives. As an example, consider:

“Let’s eat Grandma!” vs. “Let’s eat, Grandma!”

## **Name**

We are Playhouse Square, two words.

We are referred to as “Playhouse Square Foundation” for legal purposes only.

In certain circumstances, the abbreviation “PSQ” may be used.

Do not use: Playhouse or PHS

## **About Playhouse Square**

Playhouse Square  
1501 Euclid Ave., Suite 200  
Cleveland, Ohio 44115  
216-XXX-XXXX  
firstname.lastname@playhousesquare.org  
playhousesquare.org

The Chandelier:

- Playhouse Square’s chandelier, generously presented by GE Lighting, a Savant company
- North America’s largest outdoor chandelier (used with full name as a descriptor)
- *Discontinue use of GE Chandelier*

Dazzle the District Elements:

- Architectural lighting / *lighting on the Hanna building*
- Blade sign / *Playhouse Square sign on the Loew’s Building*
- Canopy View / *digital signage marquee canopies*
- Gateways
- Marquees / *marquee uprights; digital signage is Marquee View*
- News ribbons / *1305 View; Hanna Ribbon View; Idea Center View*
- Plaza View / *formerly the “stylon”*
- PSQ Media Network / *formerly “Dazzle Media Network” or “digital signage network”*
- Retro sign
- Sidewalk View / *formerly “sidewalk kiosks”*

Hotel:

- Crowne Plaza Cleveland, the official hotel of Playhouse Square

Memberships:

- Donor Circle / Donor Circle Corporate
- Friends Circle
- Leading Ladies
- Legacy Circle
- Partners / Partners Encore Society

Residences:

- The Bulkley Apartments
- The Lumen at Playhouse Square

Series:

- Cinema at the Square Series presented by Medical Mutual
- KeyBank Broadway Series
- Children's Theater Series

Trademarked Phrases:

*(Note: Use the ® after the first usage in a document; omit thereafter.)*

- Lowest Price Lockdown®
- Smart Seats®
- Swap-a-Show®

Venues:

- Allen Theatre
- Connor Palace (not Connor Palace Theatre)
- Hanna Theatre
- The Helen
  - Named for Helen Rosenfeld Lewis Bialosky; not necessary to use full name
- Kennedy's Cabaret
  - "Kennedy's Cabaret" should always be used in the first reference, and "Kennedy's" should be used in subsequent references.
- KeyBank State Theatre
- Mimi Ohio Theatre (its lobby is the "George Gund Foundation Lobby")
- Outcalt Theatre
- Playhouse Square Plaza (formerly U.S. Bank Plaza)
- Upper Allen
- Westfield Studio Theatre

## **Theater**

Playhouse Square uses the American spelling of “theater.” The European spelling (“theatre”) is used only when it is part of the proper name of one of our venues (i.e., Allen Theatre, Mimi Ohio Theatre, etc.).

## **Capitalization**

AP and Playhouse Square favor a "down" style — that is, one that encourages a minimum of capitalization. When in doubt, do not capitalize.

## **Dates & Times**

Dates:

- Use this format for dates: June 16, 2023. The year may be omitted if referring to an event in the current year and the omission will not cause confusion. Do not add “th,” “nd,” etc., after dates.

Times:

- Follow AP Style for times: 9 a.m., 7:30 p.m.

## **In-At-On-At**

Follow the “in-at-on-at” rule for events: Jump Back Ball will take place in the KeyBank State Theatre at Playhouse Square on Saturday, February 23 at 7 p.m.

**Exception:** Yoga will take place at Playhouse Square Plaza at Playhouse Square on Wednesday, July 25 at 11 a.m.

## **Names of Individuals**

- Defer to the individual’s personal preference regarding proper first name and inclusion of middle initials (e.g., *Joseph P. Smith* or *Joe Smith*).
- Use full name in first reference, and last name only in subsequent references.  
Example: *Audra McDonald has won six Tony Awards. McDonald is the first person to receive awards in all four acting categories.*

## **Titles**

### **Professional Titles**

Capitalize when preceding names. Lowercase when standing alone or following names.

Examples:

- *The keynote speaker was President and CEO Craig Hassall.*
- *The president and CEO spoke to the group before the show.*
- *Craig Hassall, the president and CEO, was the keynote speaker at the event.*

### **Courtesy Titles**

Do not use courtesy titles (Mr., Mrs., Miss, Ms., Dr., etc.).

### **Titles of Works (Note: This guideline diverges from AP style.)**

Titles of publications and compositions should be set in italics and should have the principal words capitalized. Articles (*a*, *an* or *the*), prepositions and conjunctions should be capitalized only when they are the first or last words in a title. This guideline applies to books, magazines, newspapers, movies, TV shows, operas, plays, poems, albums, speeches and works of art.

Titles within titles, such as the title of an article in a magazine, should be set in quotation marks without italics. Follow the same rules for capitalizing.

Examples:

- *Wicked*
- *Something Rotten!*
- Rodgers and Hammerstein's *The King and I*
- *The Book of Mormon*
- His article "Theater in the Modern Age" appeared in *American Theatre*.

**Note:** Use all-caps (ANYTHING GOES) or quotation marks ("Anything Goes") when your formatting does not allow for italics. Email subject heading are an exception as the use of all-caps in this instance can cause the email to be considered spam.

## **Resident Companies**

- The City Club of Cleveland
- Cleveland Ballet
- Cleveland International Film Festival
  - "Cleveland International Film Festival" should always be used in the first reference; "CIFF" should be used in subsequent references.
- Cleveland Play House
  - "Cleveland Play House" should always be used in the first reference; "CPH" should be used in subsequent references.
- Cleveland State University Department of Theatre and Dance
  - "Cleveland State University Department of Theatre and Dance" should always be used in the first reference; "CSU Theatre and Dance" should be used in subsequent references.
- DANCECleveland
- Great Lakes Theater
- Tri-C JazzFest

## Punctuation

- Use a single space after a period at the end of a sentence.
- AP Style recommends not using the comma before “and” in simple sentences with lists (also known as the Oxford comma). The Oxford comma may be used when omitting it could cause confusion.  
Example: We saw *Anything Goes*, *Sister Act* and *War Horse*.

## URLs (Web Addresses)

- Do not include <http://www.> when writing out URLs. For example, our website is [playhousesquare.org](http://playhousesquare.org).
- Avoid underlining a URL unless it is a hyperlink online.

## Hot List

Below is a list of commonly used words and phrases for which Playhouse Square has determined a consistent style:

- Auto-renew
- Box Office, Playhouse Square Box Office, Playhouse Square Box Office (1519 Euclid Ave.) or Playhouse Square Box Office in the KeyBank State Theatre Lobby / *not KeyBank State Theatre box office; discontinue use of “Ticket Office”*
- Broadway Buzz pre-show talks
- Canceled / *not cancelled*
- Case Western Reserve University MFA Acting Program at Cleveland Play House
- Dazzle Awards presented by Pat and John Chapman
- Disney Musicals in Schools presented by Dee and Jimmy Haslam
- Education Department / *discontinue use of Community Engagement & Education*
- email / *not Email (unless at the beginning of a sentence), e-mail or E-mail*
- Family Theater Day
- Guests / *not patrons, customers, attendees*
- Huntington Bank Featured Performance
- kickoff (n.), kick off (v.) / *not kick-off*
- Largest audience for touring Broadway in North America
- Marquee Moments presented by GE Lighting, a Savant company
- partners, marketing partners / *not sponsors*
- Post-show, post-show / *not Post-Show or post show*
- Pre-sale, pre-sale / *not Pre-Sale or presale*
- Pre-show, pre-show / *not Pre-Show or pre show*
- RedCoat(s) / *one word, no spaces*
- RJF Presidents’ Club / *note the plural Presidents’*
- Season Announcement / *formerly “Broadway Launch”*
- Season ticket holder(s) / *not subscriber(s)*
- Sensory-friendly programming presented by Denise G. and Norman E. Wells, Jr.

*Note that we no longer refer to ourselves as “the largest performing arts center in the country outside of New York.” While true, our impact is not adequately reflected by our size.*