

## nanoHUB.org Style Guide 1.5

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In general, nanoHUB style adheres to *The Chicago Manual of Style*, 15th Ed. (CMS), and *IEEE Standards Style Manual* (IEEE) to resolve questions of style and usage on nanoHUB.org.

CMS and IEEE styles evolve with the advent of new technologies, genres, and conventions; for this reason, these guidelines are used by the nanoHUB editors to resolve questions of style throughout the website. Familiarity with CMS is key also to maintaining consistency in nanoHUB materials, which are frequently written by multiple authors possessing different bases for style. In other words, when in doubt, see CMS or IEEE manuals.

Since the style manuals do not account for each particular of evolving terminology in the nano science and nanotechnology community, the NCN Editorial Team has compiled a nanoHUB Glossary for additional information on spelling, hyphenation, and capitalization of field-specific terms. The Glossary represents the best editorial attempt to research how terms are used in the field and to represent them in such a way as to clarify language usage for nanoHUB users. Perhaps the glossary may also serve to help codify terms in the world of nano science communications. The nanoHUB Style Guide and Glossary 1.0 is separated into the following sections: General Guidelines, Specific Guidelines, and the Glossary.

### General Guidelines

**Audience consideration and informational density of a document:** In drafting and revising documents/texts for nanoHUB.org, authors must keep their intended audience in mind. The density of information in a document must be appropriate for the audience. If a document is intended for multiple or mixed audiences (readers of different competencies and literacies), then authors must take care to tailor sections for those multiple or mixed audiences. The following table offers general guidelines.

Feature of the document	Layperson/Undergraduate	Managerial/Graduate	Expert
<i>Introduction</i>	Relevance	Problem/Solution	Technical
<i>Mathematical models</i>	Avoid	Avoid	OK
<i>Equations</i>	Avoid	Simple/Avoid	OK
<i>Graphics</i>	Generally illustrative	Simple, presentational	Detailed, analytical
<i>Detail level</i>	Simple, narrative	General, accurate	Accurate, numerical