

Style Guide of the MIT Shakespeare Ensemble

Jake Gunter '16

Original: September 2014

1 Naming

The name of the Ensemble, on first reference, should be “the MIT Shakespeare Ensemble”, except in situations where the Ensemble’s affiliation with MIT is abundantly clear (for instance, in a listing of several MIT student groups), where “the Shakespeare Ensemble” is an acceptable substitute. On subsequent references, both “the Ensemble” and “the Shakespeare Ensemble” are acceptable. (Note that “Ensemble” is always capitalized, and the title itself is in mixed case.)

Names of shows, unless otherwise specified by authors or publishers, should be set in title case, and in *italic* font. In media where italicization is not possible (such as in the subject line of an email), ALL CAPS may be used to distinguish the title of a play.

2 Fonts

The name of the Ensemble, when offset from other text as part of a title block or in the form of the phrase “The MIT Shakespeare Ensemble Presents” on publicity materials and programs, should be typeset in **The Real Font**. This constitutes the official logo of the Ensemble, and as such, no text other than the name of the Ensemble (and optionally the word “presents” after it) should be set in The Real Font.

For body text of programs and publicity materials, show Publicity Designers may make font decisions on a show-by-show basis in order to further an artistic vision for the show. For general publicity materials and website pages, the serif font of choice is Merriweather (the font in which the majority of this guide is written), and the sans-serif font of choice is Open Sans.

When possible, designers should take care to use free (preferably free as in “free speech”, not “free beer”) fonts. All of the fonts mentioned in this document (with the possible exception of The Real Font, for which I could find no licensing information) are free.

3 Naming and listing of roles and production positions

Names of characters, except when specified otherwise by an author or publisher, should be set with each word capitalized. Prefixes and last names should be used when they are extant (i.e., “Sir Toby Belch” and “Sir Andrew Aguecheek” instead of “Toby” and “Andrew”). Production staff positions should be set in title case (i.e., “Master-at-Arms”, not “Master-At-Arms”).

Characters in cast lists (on the website and in programs) should be listed in approximate order of number of lines in the play, with allowances to be made for individual edge cases. Understudies should be listed under all regular cast members.

Production staff positions (on the website and in programs) should be listed in the following order (note that not all shows will have all positions):

- | | | |
|----------------------------------|---------------------------------|------------------------------------|
| 1. Director
(if professional) | 10. Lighting Designer | 20. Master Electrician |
| 2. Producer | 11. Sound Designer | 21. Master Seamstress |
| 3. Director
(if student) | 12. Costume Designer | 22. Fight Captain |
| 4. Fight Choreographer | 13. Props Designer | 23. Master-at-Arms |
| 5. Technical Director | 14. Hair and Makeup
Designer | 24. Carpenters |
| 6. Stage Manager | 15. Blood Designer | 25. Scenic Painters |
| 7. Rehearsal SM | 16. Publicity Manager | 26. Electricians |
| 8. Production SM | 17. Publicity Designer | 27. Seamstresses |
| 9. Set Designer | 18. Program Designer | 28. Other crews
and Tech Ninjas |
| | 19. Master Carpenter | |

Assistant(s) to a position should be listed immediately under the position they assist.

Actors who play multiple roles should receive one credits entry listing all their roles, in the highest position that any of their single roles would attain. Production staff members who hold multiple positions should have separate credits entries for each of their positions.

In “Bios” or “Meet the Company” sections of programs (in which each member of the cast and crew writes a short paragraph about themselves), all actors and production staff should be presented in alphabetical order by last name.

4 Punctuation

The em-dash is the only acceptable horizontal-line punctuation mark for setting off parenthetical statements. When used, the em-dash(es) should be separated from adjacent words — as shown in this sentence — by one space on each side.

When possible, the ellipsis character (...) should be used instead of three adjacent periods.

Class years, as with other contractions, should be preceded by an *apostrophe* — that is, “Jake Gunter ’16” is correct while “Jake Gunter ‘16” is not. (This rule is listed because it is contrary to the automatic punctuating tendencies of many modern word processors.) A “typewriter apostrophe” (i.e., Jake Gunter '16) is acceptable, but the proper, “curly” apostrophe is preferred.

5 Address of the website and mailing lists

URLs and email addresses should be set in *italic* font, in all lowercase, except when CamelCase may be necessary for clarity.

In URLs, protocols (typically *http://* or *https://*) and the *www.* subdomain should be omitted, as well as any trailing forward slashes (where they exist). For example, the correctly-typed URL of the Ensemble’s ticket reservation page would be *ensemble.mit.edu/tickets*.

When typing email addresses, non-abbreviated forms are preferred for reasons of clarity (such as *ensemble-request@mit.edu* over the alias *er@mit.edu*), except when shorter versions are necessary for space reasons.

6 Times and dates

The following are acceptable formats for dates:

- February 1
- February 1, 2014
- 2014-02-01
- 20140201

The following are acceptable formats for times:

- 5:00 PM
- 5 PM
- 17:00

(Note that the AM/PM designator is always uppercase, never padded with periods, and offset from the time by one space.)

When time zone ambiguities arise, a time zone designator may be added to the time, as “17:00 UTC-5” or “17:00 EST” — if using the latter, be wary to distinguish between EST (Eastern Standard Time, UTC-5) and EDT (Eastern Daylight Time, UTC-4).