

# B Stylish

(The B Square Bulletin Styleguide)

## Image captions

All images or galleries should include a descriptive caption. The first sentence of any caption should describe the image in the present tense. All identifiable people in an image should be identified, left to right, top to bottom. Photos are credited at the end of the caption with the photographer's full name and the date taken.

**Example:** Artist Joe LaMantia and My Sister's Closet founder and executive director Sandy Keller cut the ribbon with Greater Bloomington Chamber of Commerce president Eric Spoonmore to celebrate My Sister's Closet's new home. (Kelton O'Connell, July 24, 2025)

## PUNCTUATION

### Quotation marks

Despite Ghost's default of straight quotes, The B Square uses curly/educated/slanted quotes.

“ ” and ‘ ’

[KEYSTROKES FOR MAKING CURLY QUOTES. USE BBEDIT TO EDUCATED QUOTES]

### Exclamation marks

Use exclamation marks liberally in salutations for email messages, and for other generally cheerful purposes, but sparingly elsewhere.

## WORDS & ABBREVIATIONS

### E-learning

Refer to electronic learning for schools, typically due to severe weather, as “e-learning,” with no capitalization. (MCCSC capitalizes the L with no hyphen. Do not conform to this.) E-learning can be real-time (synchronous) or self-paced (asynchronous). State law allows public schools only three asynchronous e-learning days. Synchronous e-learning days count the same as regular, in-person school days.