

Text Format Guide

Times

8:45 am – 11:00 pm

- Always include minutes, even if the time is an even hour.
- No periods after “am” and “pm”.
- For time durations, include a space on either side of the dash, which should be an en-dash (–).
- Include a space after the minutes and before am/pm.

Dates

01/23

01/23/2017

01/23/2017 – 04/15/2017

- Format MM/DD, MM/DD/YYYY
- Dates in this format should have leading zeros on the month and day.
- If included, the year should be four digits.
- When a date duration, include a space on either side of the dash, which should be an en-dash (–).

Nov. 23, 2016

Monday, Nov. 23, 2016

Nov. 23, 2016 – Oct. 2, 2016

- Abbreviate months longer than four letters, with a period after the abbreviation. Do not abbreviate May, June and July. Exception: June and July may be abbreviated when a three-letter abbreviation is necessary for a heavily styled object on print or web pieces, such as an event date on a web calendar.
- Include weekday when doing so will enhance the reader’s comprehension. Do not abbreviate the weekday.
- Date in this format should **not** have leading zeros on the day.
- The year should be four digits.
- When a date duration, include a space on either side of the dash, which should be an en-dash (–).

Monday – Friday

- Do not abbreviate the weekday.
- Include a space on either side of the dash, which should be an en-dash (–).

Phone Numbers

(608) 266-4454

- Always include the area code. Exception: Phone numbers for only internal City staff may exclude area code.
- Area code is in parentheses.
- Include a non-breaking space between the area code and the beginning of the 7-digit number.
- Include a non-breaking hyphen between the first three digits and the last four digits of the 7-digit number.

Addresses

Human Resources Office

30 W. Mifflin St., Suite 900

Madison, WI 53703

- Bold the name of the location.
- Abbreviate cardinal directions (North, South, East & West) with a period.
- Abbreviate street type (Street, Avenue, etc.) with a period.
- Place a comma between the street address and room information. Room information is optional.
- Include “Madison, WI” and the ZIP code when appropriate.

Prices

\$2.00

\$250

- Always format lists and sets of prices the same.
- If any price in a list/set includes cents (.00), then all items must.
- Prices under \$10 should always include cents.
- Integer prices (prices with no cents after the decimal point) between **\$10 and \$99** *may* exclude cents. Default behavior excludes cents.
- Integer prices (prices with no cents after the decimal point) **\$100 and over** *must* exclude cents.

Links

- Link text is very important for accessibility and for search engine optimization (SEO).
- Use link text that describes what the reader will get if they click the link.
- Do not use “click here” or “view more” for link text.

Contact:

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Technical issues: HelpDesk, helpdesk@cityofmadison.com