

# Editorial Style Guidelines for NASM Exhibits

## Preferred References

### Spelling and Editorial Style

*Webster's Third New International Dictionary*

*Webster's New Collegiate Dictionary*

*The Chicago Manual of Style*, latest edition

### Aircraft Names and Designations

*The Smithsonian National Air and Space Museum Directory of Airplanes, Their Designers and Manufacturers*, edited by Dana Bell. (NASM Library: TL509 .S577 2002X)

## The Smithsonian and the Museum

### The Smithsonian

We now usually refer to our institution as the Smithsonian, rather than the Smithsonian Institution.

### The National Air and Space Museum

First mention is often the Smithsonian's National Air and Space Museum. In exhibit text, usually just the National Air and Space Museum. Do not abbreviate as NASM in exhibits. Never use &.

**National Air and Space Museum**, the Museum

**Albert Einstein Planetarium**, the Planetarium

**Lockheed Martin IMAX<sup>®</sup> Theater**, the Theater

**Paul E. Garber Facility**, the Garber Facility

**The Boeing Milestones of Flight Hall**, *Milestones of Flight*, Gallery 100, the gallery, the exhibition.

### The Steven F. Udvar-Hazy Center

For first mention: the Museum's Steven F. Udvar-Hazy Center; thereafter, the Udvar-Hazy Center. Never refer to it the Hazy Center, Hazy, or UHC in exhibit text.

**Steven F. Udvar-Hazy Center**, the Udvar-Hazy Center, the Center

**Boeing Aviation Hangar**, the Aviation Hangar

**James S. McDonnell Space Hangar**, the Space Hangar

**Mary Baker Engen Restoration Hangar**, the Restoration Hangar

**Donald D. Engen Tower**, the Engen Tower

**Udvar-Hazy Center IMAX<sup>®</sup> Theater**, the Theater

## Editorial Style Guidelines

<b>abbreviations</b>	In general, spell out most words in exhibit text labels, including names of days, months, and states; the words percent, company, and corporation; and units of measurement. Follow <i>Chicago Style Manual</i> guidelines on when to abbreviate titles with names, but use the <i>Associated Press Stylebook</i> military rank abbreviations listed in the table at the end of this document.
<b>African American, black</b>	Do not hyphenate African American as a noun or adjective; black may be used as a noun or adjective when appropriate.
<b>aircraft</b>	<p><b>aircraft names</b>—Italicize “personal” names, but not manufacturer or model names and designations:</p> <p>Ryan NYP <i>Spirit of St. Louis</i> Bell X-1 <i>Glamorous Glennis</i> Martin B-26 Marauder <i>Flak Bait</i> 1903 Wright Flyer, the Wright Flyer Lockheed P-38 Lightning</p> <p><b>codenames</b>—Use quotation marks: Kawasaki Ki-45 KAI Toryu “Nick.”</p> <p><b>foreign terms</b>—Italicize the term and use parentheses or quotation marks around the translation: Arado Ar 234 <i>Blitz</i> (Lightning); the <i>Blitz</i>, or “Lightning.”</p> <p><b>plurals</b>—A-6s, B-17s (not A-6’s, B-17’s), except where adding “s” alone might be confusing.</p>
<b>air mail</b>	Two words in a historical context.
<b>air show</b>	Two words; however, Patty Wagstaff Airshows.
<b>al Qaeda</b>	Lowercase “a” and no hyphen, per <i>Washington Post</i> and <i>New York Times</i> usage.
<b>ammunition and ordnance</b>	<p><b>caliber</b>—Spell out in text, do not hyphenate: .30 caliber machine gun (no zero before period).</p> <p><b>millimeter</b>—Do not spell out or hyphenate: 30 mm gun.</p>
<b>antiaircraft, antisatellite, antisubmarine, antitank</b>	One word, no hyphen.

<b>astronomical terms</b>	<p><b>Earth, the Earth</b>—Capitalize in an astronomical context: the Earth, from Earth, Earth’s gravity; terrestrial.</p> <p><b>Moon, Sun</b>—Capitalize the names of our Moon and Sun in an astronomical context; lunar, solar.</p> <p><b>planets</b>—Martian, Venusian, Jovian; Mars’s, Venus’s. Do not italicize names of planetary features: Olympus Mons.</p> <p><b>comets</b>—Comet Hale-Bopp, Comet Halley, Halley’s comet.</p> <p><b>solar system</b>—Lowercase.</p> <p><b>galaxies, nebulae</b>—Milky Way galaxy, Andromeda galaxy, Crab nebula.</p> <p><b>universe</b>—Capitalize throughout the <i>Explore the Universe</i> gallery as the main subject of the exhibition, but lowercase elsewhere.</p>
<b>“buzz bomb”</b>	Use quotation marks the first time this V-1 nickname appears, then omit them thereafter.
<b>Cold War</b>	Capitalize.
<b>contractions</b>	Use sparingly and only in text with an informal tone.
<b>credit lines</b>	<p>Credit lines state how or from whom an object was acquired or who gave permission to use it. Generally, we do not credit divisions or staff from our own museum, but we do credit other Smithsonian bureaus. Use these examples as guides.</p> <p><b>Artifacts and other objects:</b></p> <p><i>Gift of Kent Brown</i></p> <p><i>Lent by the National Museum of American History, Behring Center</i></p> <p><i>Transferred from the U.S. Air Force</i></p> <p><i>Courtesy of Itek Corporation</i></p> <p><i>Model made and donated by David Gianakos</i></p> <p><i>Replica gift of the artist, Paul Van Hoeydonck</i></p> <p><b>Photos and other images:</b></p> <p><i>Life magazine</i></p> <p><i>NASA Jet Propulsion Laboratory</i></p> <p><i>All images courtesy of NASA, except where noted</i></p> <p><i>© ESA, courtesy of Canada Centre for Remote Sensing</i></p> <p><i>Image provided by SPOT Image, © 1994, CNES</i></p>
<b>dive-bomb, dive-bomber</b>	Hyphenated.
<b>engine or engaged</b>	Four-engine aircraft; not four-engined.

<b>exhibit, exhibition, gallery</b>	Exhibition refers to a large display consisting of smaller exhibits, like a book containing chapters. Italicize names of exhibitions; use quotation marks for exhibits or exhibit units: “Winging It” in the <i>How Things Fly</i> gallery. Gallery refers to the hall in which an exhibition or exhibits are displayed. When referring to another exhibition, include the gallery name in italics: the Douglas DC-3 in the Museum’s <i>Looking at Earth</i> gallery.
<b>Fédération Aéronautique Internationale</b>	Note the spelling and accent marks.
<b>flight test</b>	Do not hyphenate as a noun, verb, or adjective.
<b>heat shield</b>	Two words.
<b>high-bypass turbine engine</b>	Hyphenate, also low-bypass turbine engine.
<b>life-support system</b>	Hyphenate.
<b>light plane</b>	Two words.
<b>light-year</b>	Hyphenate.
<b>military ranks</b>	Use the abbreviations from the <i>Associated Press Stylebook</i> —Gen., Lt. Gen., 1st Lt., Sgt., Adm., Lt. Cmdr., Lt. j.g., etc. Abbreviate a rank when it precedes a full name; spell it out when it precedes a last name. For first mention, include the person’s full name and rank (abbreviated). After that, refer to people by their last name or their last name preceded by the shortened form of their rank (e.g., General, rather than Brigadier General).
<b>military services</b>	U.S. Air Force, the Air Force, USAF; the Army Air Service, Army Air Corps, Army Air Forces. U.S. Army, the Army, USA. U.S. Marine Corps, the Marines, USMC; a Marine. U.S. Navy, the Navy, USN.  Generally lowercase references to foreign services unless they are proper nouns: The Royal Air Force, the Luftwaffe, the Russian air force, the British navy, the German army.
<b>NACA, NASA</b>	The National Advisory Committee for Aeronautics, the NACA. The National Aeronautics and Space Administration, NASA.  <b>NASA research centers</b> —On first mention, refer to as NASA’s Ames Research Center, NASA’s Jet Propulsion Laboratory, etc. NASA may be dropped from subsequent use. In exhibit label credit lines, drop the possessive: NASA Ames Research Center.
<b>night fighter</b>	Generally two words; the P-61 Black Widow night fighter.

<b>numbers</b>	<p><b>numerals or words</b>—Spell out one through nine, first through ninth, and common fractions (one-half, two-thirds). Use figures for 10 and above, measurements (12 miles), money (\$6), percentages (3 percent), and time (2:30 p.m.).</p> <p><b>metric and English</b>—Use metric followed by English: 10 meters (33 feet), a 50-kilometer (30-mile) distance, 100 kilometers (60 miles) per hour. Unless there's a need for accuracy, round off quantities to similar degrees.</p> <p><b>temperature</b>—Include both Celsius and Fahrenheit: 30°C (86°F).</p> <p><b>military units</b>—Spell out numerals less than 100: Fifth Army, Second Infantry Division, Third Battalion, Seventy-seventh Regiment, 323d Fighter Wing, 122d Artillery.</p>
<b>reproduction, replica</b>	According to the Museum's chief curator, a replica is a copy by the original maker; a reproduction is a copy by someone else.
<b>spacecraft</b>	<p><b>spacecraft names</b>—Italicize “personal” names of manned spacecraft: Mercury <i>Freedom 7</i>, Space Shuttle <i>Challenger</i>. Do not italicize names of robotic spacecraft: Voyager 1, Galileo, Cassini.</p> <p><b>Gemini and Apollo</b>—Use English numerals, except for Gemini spacecraft after the third mission: Apollo 11, Gemini 3, Gemini IV.</p> <p><b>Space Shuttle</b>—The Space Shuttle program; the Space Shuttle, Space Shuttle <i>Discovery</i>, a shuttle, the shuttle. Space Shuttle mission STS-6, STS 61-A, 41-C (inconsistent; consult with curator).</p> <p><b>International Space Station</b>—The International Space Station, the space station, space station astronauts; avoid ISS in text.</p> <p><b>spacecraft components</b>—Generally lowercase: lunar module, command module, shuttle orbiter. However; Viking 1 Lander, Viking 1 Orbiter; the Viking lander, the orbiter.</p>
<b>spaceflight, spacesuit, spacewalk</b>	One word.
<b>Space Race</b>	Capitalize.
<b>technical specifications labels</b>	These labels list in tabular form technical details about an aircraft, spacecraft, or other major artifact. Examples abound in NASM and Udvar-Hazy Center label scripts. Refer to recent examples used for similar types of artifacts. Abbreviate throughout (you may now use two-letter state abbreviations), and round off figures as needed. Be as consistent as possible but flexible when necessary.
<b>trademark symbols</b>	Avoid the use of trademarks in exhibit labels. If a donor insists on using a trademark symbol (® or ™), then its appearance should be as discreet as possible, preferably in a credit line.
<b>Tranquility Base</b>	Single “l”; however, Mare Tranquillitatis, Tranquillitatis Basin.

<b>Truman, Harry S.</b>	Use period with middle initial.
<b>United States, U.S.</b>	Spell out as a noun, abbreviate with periods as an adjective. U.S. is generally preferred over U.S.A.
<b>USS</b>	No periods: USS <i>Arizona</i> .
<b>USSR</b>	You may drop periods.
<b>Wright brothers</b>	Lowercase brothers.