

Imagination Station's Editorial Style Guide

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All communications should use a consistent voice that presents Imagination Station as an educational, fun organization that is a leader in interactive science education within our community. Any document you write for internal or external use should represent the science center and our team.

This guide is to help create a uniform style across all of the science center's written materials. The guidelines in this manual help ensure clarity and consistency in any document, including:

- Letters
- Memos
- Marketing collateral
- Curriculum
- Presentations
- Email
- Web content
- Any other business documents

Establishing an editorial style involves reviewing trends and style guides in use today, determining the various places our written material will appear, determining the appropriate needs of our audience and creating a style that suits our needs.

Since we are frequently producing materials that are intended to be disseminated to the general public, *The Associated Press Stylebook and Libel Manual* should be the default document for all stylistic items not covered in this style guide. Imagination Station uses *Merriam-Webster's Collegiate Dictionary, Eleventh Edition* as the definitive source for all spelling and usage questions not outlined in this document.

If you have any questions about editorial style, call or email the PR & Communications Coordinator: 419.244.2674 ext. 133 or pmorin@istscience.org.

Note: when you write for a professional or academic publication, your document should adhere to the editorial style preferred by that publication.

Our Mission

Serve our community by providing informal science education and fun in order to spark a passion for the sciences by combining interactive exhibits and educational programming.

Our Vision

Be a science center whose impact extends well beyond our walls and inspires innovation, equips our visitors with valuable life skills and prepares our community for our knowledge-based environment. We do this because we know that we can inspire the people who will shape the sciences and the sciences will shape the world.

Our Team Values

Service and collaboration - We help each other do whatever it takes to support the science center, one another and our community.

Responsibility - We take ownership of our roles. We understand that every person makes a difference and that excellence inspires excellence.

Empathy - We provide an inclusive environment in which a wide variety of thoughts, opinions, backgrounds and perspectives are valued and respected.

Passion - We create an environment where our enthusiasm is contagious and an environment in which learning is fun.

Innovation - We foster a creative environment that is always searching for new ways to share interactive STEM education with the community.

Imagination Station's voice should be a reflection of the science center's personality. All public communications should be an extension of our mission by sounding fun, active, educational, knowledgeable, professional, inquisitive and exciting. Our voice should also encompass our values by being compassionate, inclusive, passionate, supportive and innovative. Imagination Station's voice, like its building and curriculum, should strive to make science fun, accessible and engaging while establishing the science center as an authority in the Science, Technology, Engineering and Math (STEM) fields.

On social media, our voice should remain consistent with the tenor of the science center, but it can also be more playful and personal than most other forms of correspondence. All communications on social media should also take into account the preferred style for each social media platform, and they should conform to the word/character limits associated with each platform. See the *Social Media Guide* for more detailed and up-to-date guidelines for each social media platform.

Always consider who your audience is, what they might already know about the STEM fields and what they might already know about the science center. Then, tailor your message appropriately.

Use active voice whenever possible.

- In the active voice, the subject of the sentence undertakes the action of the verb.

Passive: *Ballplosions were launched last weekend.*

Active: *Our Extreme Scientists launched a ballplosion last weekend.*

Use declarative sentences instead of direct address when creating descriptions.

- Making descriptions active and declarative makes them snappier and more engaging. It also saves space.

Okay: *You will create a unique papertronics card.*

Better: *Create a papertronics card.*

Sample Active Verbs for Descriptions

Analyze

Assemble

Build

Construct

Create

Design

Devise

Discover

Engineer

Experiment

Explore

Formulate

Improvise

Innovate

Inspire

Invent

Investigate

Spark

How to Refer to the Organization

- If space allows, use *Imagination Station, Toledo's Science Center*, on first mention. *Imagination Station* is acceptable if space is a consideration. You can use *Imagination Station* or *science center* interchangeably after the first mention.

First reference	<i>Imagination Station, Toledo's Science Center</i>
Second reference	<i>Imagination Station or science center</i>
For internal purposes only	<i>IS</i>

- Do not use the following phrases or acronyms when referring to the organization in any external communications.

IS
The Station
Museum

- Do not use *The* before *Imagination Station*.
- Capitalize *Science Center* when it is part of our name. Do not capitalize *science center* when it is functioning as a stand-alone noun.

Right: *Imagination Station, Toledo's Science Center* OR *One program at the science center is*

Wrong: *Imagination Station, Toledo's science center* OR *The Science Center holds a special themed-week every month.*

- Refer to Imagination Station as a *nonprofit*. Do not use *not-for-profit* or *non-profit*.

How to Refer to a Department with the Organization

- Capitalize the specific names of departments:

Creative
Development
Finance
Marketing
Operations

- *Café Associates*
- *Exhibits*
- *Facilities*
- *Floor Team*
- *Reservations*
- *Visitor Service*

Programs

- *STEM Associates*

How to Refer to Learning Worlds

- Imagination Station has five Learning Worlds that are open to the public. The proper spelling, punctuation and capitalization for each is:

Eat It Up!

Energy Factory

Little KIDSPACE

Mind Zone

Water Works

- Imagination Station has one Learning World that may be rotated back into the science center through 2016. Its proper spelling, punctuation and capitalization is:

Engineer It!

- Imagination Station has one Learning World that is in development and is scheduled to open in 2016. Its proper spelling, punctuation and capitalization is:

Idea Lab

- The first letter of both words of *Learning Worlds* should be capitalized.
- When listing more than one Learning World within the same paragraph, italicize the name of each Learning World to aid with clarity and identification.
 - If you italicize a Learning World within a document, italicize the name of all Learning Worlds within that document for consistency.

Example: Don't forget to explore *Mind Zone* and *Water Works* during your visit.

How to Refer to Major Exhibits

- Imagination Station has hundreds of exhibits. Most exhibits are part of a Learning World. A couple major exhibits are multifaceted and stand alone. Their proper spelling, punctuation and capitalization are:

Grow U

LIVE Report!

The Blade Wall

- All other exhibits should be referred to by their name using title case punctuation. If not otherwise noted, the name of the exhibit is determined by the name on the exhibit's signage.

How to Refer to Major Attractions

- Imagination Station has a couple major attractions that are crowd favorites and are symbolic of all that the science center has to offer. These are frequently used for promotional purposes. Their proper spelling, punctuation and capitalization are:

BOYO

Distorted Gravity Room

Giant Piano

High Wire Cycle

Simulator Theater OR The SIM

- The film for the Simulator Theater is: *Over The Edge!*

How to Refer to Temporary Exhibition and Exhibits

- Use *temporary exhibitions* instead of *traveling exhibitions* to refer to exhibitions that are only visiting the science center for a relatively short time period.
- Here are the past spellings and punctuations for past, current and scheduled temporary exhibitions:
 - *Circus! Science Under the Big Top* (October 10, 2009 – January 3, 2010)
 - *Animation featuring Cartoon Network* (January 30 – May 2, 2010)
 - *Wise About Eyes* (February 19 – June 26, 2010)
 - *BIG DIG: Footprints to Fossils* (May 29 – September 6, 2010) & (February – April 2011)
 - *Hubble Space Telescope: New Views of the Universe* (September 24, 2010 – January 2, 2011)
 - *BODIES REVEALED* (May 21 – December 4, 2011)
 - *Mindbender Mansion* (January 28 – April 29, 2012)
 - *Sesame Street presents: The Body* (October 2, 2012 – January 13, 2013)
 - *Grossology: The (Impolite) Science of the Human Body* (May 18, 2013 – January 5, 2014)
 - *Titanic: The Artifact Exhibition* (February 15 – September 21, 2014)
 - *NASA's Science On a Sphere* (June 19– September 21)
 - *Dinosaurs Unearthed* (October 25, 2014 – April 12, 2015)
 - *GUITAR: The Instrument That Rocked The World* (February 14– May 17, 2015)
 - *MythBusters: The Explosive Exhibition* (October 17, 2015 – January 15, 2016)
 - *Design Zone* (May 28 – September 5, 2016)

How to Refer to Revenue Steams

- *Public Funding*
 - Use this to refer to all revenue that tax-payers contribute to the science center.
- *Contributed*
 - Use this to refer to all revenue that is donated to the science center from individual supporters, corporate supporters and foundations.
- *Earned*
 - Use this to refer to all revenue from general admission, memberships, sales in the store, summer camp sales, etc.

Science Story Time Blurb

Don't miss our daily story time and activity in Little KIDSPACE Science Studio.

Sponsors

- When acknowledging a sponsor on collateral or in promotional text, use *Presented by*, *Supported by* and *Media Sponsor*.
- When acknowledging a sponsor graphically, use a colon: *Presented by:*, *Supported by:* or *Media Sponsor:*.
- When acknowledging a sponsor in text, do not use a colon for *Presented by* or *Supported by*. Use a colon for any sponsorship category that does not include a verb.

Presented by BP.

Media Sponsors: The Blade, New York Times and The Gotham Gazette.

Explorer: The Clement O. Miniger Memorial Foundation.

High Wire Cycle Description

- Use *18 feet* if talking about how high the High Wire Cycle is off ground.

There are often several correct ways to spell a word. Please use the spellings (and capitalizations) below for consistency across all science center documents.

'Lab'rador

Adopt-a-School

all right

anybody (any body means any corpse)

Atomic Café

digital newsletter (not e-newsletter or electronic newsletter)

eblast

EGGstreme Science

email (not E-mail, e-mail or Email. However, Email should be used at the beginning of a sentence)

Extreme Science Theater

Extreme Scientist

Father's Day

Frostology: The Science of the Season

halfway

Homeschool

Jan-u-AIR-y

Little Scientist Workshops and Little Scientists Week

Martin Luther King, Jr. Day

Mother's Day

New Year's Eve

online

on-site

Prep₄Ed

Presidents' Day

rollout (noun), roll out (verb)

Science Studio

Science₂GO!

story time (Story Time when it is used for the title of the daily activity in KIDSPACE)

The Bash

T-shirt

Veterans Day

weeklong

Like any group of technical organizations, science centers have a vast collection of acronyms. Spell out the full name followed by the acronym in parentheses on first reference. After that, use the acronym alone.

- Below are the full names and acronyms of common terms that you might mention in documents you write:

American Association of Museums (AAM)

Association of Children's Museums (ACM)

Association of Science - Technology Centers (ASTC)

Bowling Green State University (BGSU)

Science, Technology, Engineering and Math (STEM)

Toledo Public Schools (TPS)

University of Toledo (UT)

Note: Do not use periods between letters in an acronym.

Directions and Regions

- Lowercase *north*, *south*, *northeast*, etc. when they indicate compass directions.

Right: *He drove east to I-75.*

Wrong: *The ballpolosion was North of the river.*

- Capitalize these words when they refer to specific geographical regions.

Right: *We serve Northwest Ohio and Southeast Michigan.*

Wrong: *The science center is in northwest Ohio.*

Seasons

- Lowercase *spring*, *summer*, *fall* and *winter* unless they are part of a formal name.

Right: *The class took a field trip in spring of 2015.*

Right: *We celebrate EGGstreme Science during Spring Break.*

Planets and Celestial Bodies

- Capitalize *Earth*, *Sun*, *Moon* and the proper names of planets, stars, solar systems, etc.

Note: only capitalize *Moon* when it refers to the moon that orbits the Earth. When referring to a generic celestial body or the moon of another planet, use the lowercase *moon*.

Science, Technology, Engineering and Math

- Only capitalize the four components of STEM when they are used together to create or define the acronym. When used individually in a sentence, they should be lowercase unless at the beginning of a sentence.

Right: *The Science, Technology, Engineering and Math (STEM) fields are becoming increasingly more important.*

Right: *Teaching science is very important.*

Wrong: *She grew up loving Science and went on to become an engineer.*

Other Capitalization Rules

- Do not use all uppercase letters except in acronyms or the exceptions outlined within this manual.
- Do not use uppercase letters in email addresses.
- Capitalize *Board* when using shorthand to refer to *Board of Directors*.

Time

- Use figures except for noon and midnight. Do not put *12* in front of *noon* or *midnight*.
- Use lowercase letters and do not use periods in *am* and *pm*. Do not use a space between the numbers and *am* or *pm*.
- Use a colon to separate the hours and minutes. For times on the hour, use the whole number without zeros.

Examples: *10am*
 11:30am
 noon

- For a range of times, use an en-dash between the times. Include a space before and after the dash. Only use *am* or *pm* on the first time in a range if the designation switches.

Right: *11am – 2pm* or *3 – 5pm*
Wrong: *3pm – 5pm*

Dates

- Use figures without *st*, *nd*, *rd* or *th*.

Right: *May 15*
Wrong: *May 15th*

Note: When referring to the holiday *4th of July*, use a *4* with *th* superscripted. If referring to July 4 simply as a date and not the holiday, do not use the *th* superscripted.

- When listing a range of dates, use an en-dash between the dates. Include a space before and after the dash.

Example: *February 13 – September 21*

Days

- Capitalize days of the week and do not abbreviate.

Months

- Capitalize months and do not abbreviate.

Years

- Do not include the year when writing a date unless:
 - The year changes throughout the range of dates.
 - The document you are writing refers to a date that falls within a different calendar year.
 - The document could reasonably be expected to be read in a year that differs from the date that you are listing.

Italics

- Use italics for titles of books, newspapers, publications and albums.
- Use italics to indicate that you are referring to a specific word as that word.

Example: Many people misunderstand the meaning of *thermodynamics*.

Numbers

- Spell out numbers one through nine.
 - Exceptions:
 - If the items are in an itemized list/list of ingredients, then use numerals.
 - Always use numerals for money.
- Use numerals to represent any numbers over nine (*10, 145, 56*, etc. etc.).
- If large number—millions or billions—and the number is even, write out the number if nine and under, and use figure style if over ten

Examples: *one billion, nine million, 50 billion, 300 million*

- If large numbers (millions and billions) are fractional, use figure style.

Examples: *1.7 million, 3.8 billion*

- Avoid starting a sentence with a numeral.
 - If you can, rewrite the sentence so the number comes later. If it is necessary to keep the number at the beginning of sentence, write out the number*.

Wrong: *47 visitors were in attendance.*

Better: *Forty-seven visitors were in attendance.*

Best: *The event was well attended with 47 visitors riding the BOYO.*

* The exception to this rule is a year. Never spell out a year even if it is at the beginning of a sentence.

Imagination Station's Telephone Number

- Use periods to separate the area code, the exchange and the subscriber number. There should not be any spaces within the phone number.
- For an extension use *ext.* followed by a space and then the extension number.

Example: *419.244.2674 ext. 133*

- Use the same formatting for all phone numbers that appear within external communications unless an alternative format is required by another organization's style guide.

Money

- Use a dollar sign and numeral to represent money/cost/etc.
- If the dollar amount is a whole dollar amount, do not include the digits for change (**\$5 not \$5.00**).

Right: *\$5*

Wrong: *Five dollars, \$5.00*

Percentages:

- Use % instead of *percent*.
- Always use numerals for percentages, even if the number is less than 10.
- Do not include a space between the number and %.

Right: 75%

Wrong: 75 *percent*

Commas

- Do not use a serial comma, otherwise known as an *oxford comma*, before the final item listed in a series.
- Do not use a comma splice. A comma splice is when you connect two independent clauses (complete sentences) with a comma and without a coordinating conjunction.

Right: *We performed a ballplosion, and we ran the Sound Show.*

Right: *We performed a ballplosion; we ran the Sound Show.*

Right: *We performed a ballplosion. We ran the Sound Show.*

Wrong: *We performed a ballplosion, we ran the Sound Show.*

Exclamation Points

- Limit the use of exclamation points. Strong writing should be powerful enough to get the point across on its own. Save exclamation points for when you need them to convey strong emotion!

Hyphens

- When a URL (web address or internet address) appears in a printed piece, avoid hyphenating the URL at the end of a line break. Rework the sentence to eliminate the break. If that is not possible, break the URL after a period or a slash. If the URL must wrap to a second line, do not use a hyphen at the end of the line break.
- Do not use hyphens to connect a word that breaks or dangles onto the next line. The sentence or formatting should be changed to avoid dangles within text.
- When a compound modifier – two or more words that express a single concept – precedes a noun, use hyphens to link the words in the modifier.

Examples: *a full-time job*
a well-known scientist
a know-it-all attitude

- Exceptions include the word *very* and all words ending in *-ly*:

Examples: *a very good time*
an easily remembered rule
a wholly owned subsidiary

- For a "double" compound adjective, use a hyphen after the first element and between the second compound adjective.

Example: *First- and second-year students volunteered at the science center last Saturday.*

- Most words that begin with common prefixes are not hyphenated.

Examples: *nonaffiliated, nonbinding, prenatal, pretax, subcommittee, subdivision, multidisciplinary, interdisciplinary*

- Use hyphens with prefixes only in certain cases, such as when the word that follows the prefix is capitalized, or when the prefix ends in a vowel and the word that follows begins with the same vowel.

Examples: *pre-Columbian, sub-Saharan pre-election, pre-empt, co-opt* (There are exceptions. *Cooperate* and *coordinate* do not use hyphens.)

Note: When in doubt, consult *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*, which has extensive word listings under each prefix.

- Avoid having a hyphenated word (or words) be split by a line break. Either change the sentence structure or the formatting so that both sides of the hyphenated word (or words) falls on the same line.

Bullets

- Capitalize the first words in bulleted lists.
- Do not use periods at the end of a bulleted list of items or a bulleted list of phrases unless the bulleted item is a full sentence or creates a full sentence.

Example of a list of bulleted items:

The science center has Extreme Science Shows on the following topics:

- *Sound*
- *Combustion*
- *Matter and Motion*

Example of a bulleted list of phrases:

The science center has a variety of Learning Worlds that cover many topics:

- *Water and the weather in Water Works*
- *The mind and illusions in Mind Zone*
- *Engineering and design in Engineer It!*

Example of a bulleted list of complete sentences:

The science center has a variety of Learning Worlds that cover many topics:

- *Water Works explore the science of erosion and weather.*
- *Mind Zone brings illusions to life with a variety of perception-based exhibits.*
- *Engineer It! uses earthquake tables to teach engineering skills.*

Example of a bulleted list that forms a complete sentence:

Imagination Station uses interactive exhibits to:

- *Engage visitors in STEM.*
- *Teach important science concepts.*
- *Make science fun.*

Consecutive punctuation marks

- When a title or phrase contains a terminal punctuation mark and falls at the end of a sentence, do not add a second terminal punctuation mark.

Right: *His favorite part of the visit was Over The Edge!*

Wrong: *His favorite part of the visit was Over The Edge!.*

Apostrophe s

- Use a 's to indicate ownership of something or as an abbreviation for *is*, *has*, etc. Do not use 's to indicate that a noun is plural.

Right: *There are multiple scientists.*

Right: *That is Joe's beaker.*

Right: *It's made of calcium.*

Wrong: *There are multiple scientist's.*

Do not end a sentence in a preposition.

- Prepositions include *for*, *with*, *of*, *to*, *by*, *over*.

Avoid using abbreviations.

- Exceptions to this rule are if it is absolutely necessary for space or character constraints.

Units of Measurement:

- "tbsp." for tablespoon
- "tsp." for teaspoon
- "oz." for ounce
- "lb" for pound
- "g" for gram (ex. 123g)
- Spell out: cup

These words and terms are commonly misused:

Accept, except – *Accept* means “to receive with consent”; *except* means “to exclude; to object.”

Affect, effect – *Affect* means “to have an influence on”; *effect* means “to make; to bring about.”

Around/about – *Around* should refer to a physical proximity or surrounding. *About* indicated an approximation.

Biannual/bimonthly/biweekly – These can mean either twice a year, month, etc. or every other year, month, etc.

Instead, use twice a year or *every other year*.

Can, might, may – *Can* means “is able to”; *might* means “could”; *may* means “is allowed to.”

Complement/compliment – *Complement* is something that supplements. *Compliment* is praise or an expression of courtesy.

Everyday/ every day – *Everyday* means that something is ordinary. *Every day* means that something happens repeatedly day after day.

Exhibit/Exhibition – an *Exhibition* is a collection of exhibits.

Farther, further – Use *farther* to specify physical distance and *further* to indicate time or degree. You chase a ball farther; you study a subject further.

Fewer/less – *Fewer* is for individual items that can be counted. *Less* is for bulk or quantities that can't be easily counted.

In regard to – Not *in regards to*.

In these examples, the descriptive phrase beginning with *which* gives you more information about the book and the car.

Irregardless – This is not a word. *Regardless* is a word; use that.

Lay/lie – *Lay* means to place or deposit and requires a direct object. *Lie* means to be in a reclining position.

Literal, literally – Both of these mean that something actually happened. For example, *I was so hungry that I literally ate a horse* means that you just finished a meal of the equine variety. *Figuratively* means that something is symbolic.

Nor – Use *nor* anytime you use *neither*.

Often, as in this example, *that* can be eliminated to simplify the sentence.

That, which – *That* defines or restricts what you're talking about.

The book that she wrote is a bestseller. (Not just any book.)

The book, which she wrote while on vacation, is a bestseller.

The car that broke down is in the garage. (Not just any car.)

The car, which broke down last week, is in the garage.

Toward/towards – *Toward* is correct. *Towards* is not.

Which describes what you're talking about. When the sentence includes *which*, use commas to set off the descriptive phrase.

Who/whom – If you can replace the pronoun with *he* or *she*, use *who*. If you can replace the pronoun with *him* or *her*, use *whom*.

Imagination Station's Address

- 1 Discovery Way
- Do not spell out 1

Return Address Text:

1 Discovery Way
Toledo, OH 43604-1579
41° 39'N 83° 32'W

419•244•2674

imaginationstationtoledo.org

Website Address

- Bold both *imagination* and *Toledo* whenever the website appears in text. Do not capitalize any of the words in the main part of the website.

imaginationstationtoledo.org

- When the website has a directory or subdirectory within the domain name, capitalize each word of the directory or subdirectory for clarity.

imaginationstationtoledo.org/SummerCamp

- Do not include *www.* when writing our website address.

Gender-Specific Language

- Avoid gender-specific language whenever possible.

Yes

chair

humankind or humanity

police officer

you all

No

chairman/chairwoman/chairperson

mankind

policeman

you guys

- Unless referring to a specific person, avoid using specifically gendered pronouns. Use *she/he* or *his/her* when you need to use a single person pronoun. Using *they* or *their* is a better, less awkward, option, but make sure that the rest of the sentence supports a plural subject or object.

Hours

▪ **Normal Text**

Hours:

Tuesday – Saturday: 10am – 5pm

Sunday: Noon – 5pm

Monday: CLOSED*

*Visit us online for Mondays and Holidays that Imagination Station is open. (smaller font)

▪ **With Holidays Listed (if space)**

Hours:

Tuesday – Saturday: 10am – 5pm

Sunday: Noon – 5pm

Monday: CLOSED*

*Visit us online for Mondays that Imagination Station is open. (smaller font)

Closed on New Year’s Day, Easter, Thanksgiving, Christmas Eve & Christmas Day. (smaller font)

▪ **Hours if space is extremely limited**

Hours:

Tuesday – Saturday: 10am – 5pm

Sunday: Noon – 5pm

Monday: CLOSED*

*Visit us online for exceptions. (smaller font)

General Admission

Big Kids (13 – 64)	\$11
Kids (3 – 12)	\$9
Seniors (65+)	\$10
Kids 2 & Under	FREE
Members	FREE

Temporary Exhibitions with an Additional Cost

- Use the above format, only add the prices together. Include the following language after the combined price:

Includes admission to the science center.

Free Lucas County Kids Text

- Full Version

Free kids on Saturdays! Lucas County residents, 12 & under, are admitted free with paid adult admission. Limit two children per Lucas County adult. Proper ID required.

- Ad Version

Lucas Country Kids Free on Saturdays. Two kids, 12 & under, admitted per paid adult.

Lucas County Admission Discount

- For general admission:

Lucas County Residents:

- \$1.50 admission discount

Email Signature

Name

Title

Imagination Station

419.244.2674 ext. xxxx

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Imagination Station on [Facebook](#) | [Twitter](#) | [Pinterest](#) | [YouTube](#) | [Instagram](#)

Voicemail

"Thank you for calling Imagination Station."

"You've reached **name**, the **title**."

Some variation of: "Leave your contact information and I will return your call."

Business Letter Format

- Use Imagination Station letterhead. See next page.

Recipient's Name
Recipient's Title
Recipient's Organization
Recipient's Address

Dear Recipient's Name,

Body.

Body.

Body.

Sincerely,

Sender's Name
Sender's Title
Sender's Phone Number / Sender's Email