

## Grateful Dead Studies Style Sheet

### Names and Trademarks

#### I. Grateful Dead Names and Terms

##### Side Bands and Grateful Dead-Related Band Names

7 Walkers (*not* Seven Walkers)

Bill Kreutzmann Trio (*not* BK3)

Dead and Company (*not* Dead & Co.; Dead & Company)

Furthur (*not* Further)

Mother McCree's Uptown Jug Champions

*Note:* the spelling varied; this conforms to the official CD released by the Grateful Dead in 1999.

Phil Lesh and Friends (*not* Phil & Friends; Phil & Phriendz)

RatDog (*not* Ratdog)

the Grateful Dead (*not* The Grateful Dead)

the Other Ones (*not* The Other Ones)

the Warlocks (*not* The Warlocks)

##### Grateful Dead

###### Band Members

First mentions should be full names: Jerry Garcia, Donna Jean Godchaux.

Subsequent mentions should be by last name, except when Godchaux might be confusing:

Donna Jean Godchaux

Keith Godchaux

Kreutzmann (*note:* two N's)

Ron “Pigpen” McKernan

*Note:* The spelling of Pigpen changed over time; it should be “Pigpen,” not “Pig-Pen,” though the proper reference is always by last name, McKernan.

### **Band Trademark Terms**

Over the years, the classic band insignia known as the Steal Your Face logo has had several names, e.g. Lightning Jack, Smiling Jap, etc. It should be called the Steal Your Face logo or icon, without hyphens:

Steal Your Face logo (*not* Steallie or Steal-Your-Face logo)

## **II. Common Trademark Names**

Some terms have retained their trademarked origins; others have not. Consult Merriam-Webster if unsure.

Jell-O (*not* jello)

teleprompter (*not* TelePrompTer)

Xerox (but “photocopy” is preferable)

### **Miscellaneous Names Common in Dead Writing**

Day-Glo (*not* Day-glo or Dayglo)

Hammond B-3 (*not* B 3 or B3)

Hells Angels (*not* Hell’s Angels)

Warner Bros. (*not* Warner Bros or Warner Brothers)

## **III. General Names and Terms**

### **Common or Associated Grateful Dead Terms**

the Acid Tests (*not* The Acid Tests; the acid tests)

*communitas* (italicized)

T-shirt (*not* teeshirt; t-shirt)

X factor (not x-factor)

### **States**

In text, spell out states, e.g. “Columbia, South Carolina,” not “Columbia, SC”

### **Nations**

*Chicago* (10.33) specifies spelling out “United States” in running text, but abbreviating “US” as an adjective:

The United States was a fertile arena for the Grateful Dead.

The Dead were paid in US dollars.

### **Foreign Terms**

Foreign language words and phrases and most Latin terms are italicized in order to minimize misunderstanding:

*sine qua non*

*ne plus ultra*

*ur-* (e.g., *ur-text*, *ur-belief*)

Common terms need not be italicized:

status quo

tête-à-tête