Preferred naming and stylistic conventions

Dear editor: we prefer that when you address our company and various business areas by name, you do so in the proper parameters by which we use in the writing of our own articles and advertisements.

**Haven Harbour Marina Resorts**
Our full name regarding the company as a whole, “Haven Harbour Marina Resorts.” “Haven Harbour” should only be used in headlines with limited space, and upon second reference. Abbreviated as “HHMR.”

**Haven Harbour Marina**
The name of our first and primary marine location on Swan Creek, “Haven Harbour Marina.” Never “Haven Harbour North,” “Haven North” or “North.” Abbreviated as “HHM.” Haven Harbour Marina is always mentioned first and/or above when both it and Haven Harbour South are listed sequentially.

**Haven Harbour South**
The name of our secondary marine location on Rock Hall Harbor, “Haven Harbour South.” Never “Haven South.” Simply “South” is acceptable, but should be used sparingly in formal cases. Abbreviated as “HHS.”

**Haven Harbour Yacht Services**
The name of our company when only referring to our marine service and repair operation, “Haven Harbour Yacht Services.” This applies to the yacht service capabilities as a whole, at both Haven Harbour Marina and Haven Harbour South. This is never to be abbreviated and does not receive its own visual identity.

**Inn at Haven Harbour**
The name of our multi-location lodging operation, “Inn at Haven Harbour.” Never “The Inn at Haven Harbour,” unless, of course, *The* is at the start of a sentence. Never capitalize “at.” When the entire name stylistically appears in caps, “at” should remain entirely lowercase at all times; “INN at HAVEN HARBOUR.” “Captain’s Cove” is the Inn at Haven Harbour’s sister location at Haven Harbour South.

**Passages Bar & Grill**
The name of our dock bar located at Haven Harbour Marina, “Passages Bar & Grill.” “Passages” for short, but only upon subsequent references. Never spell-out the stylistic ampersand (&).

**Admirals Club Beachside Bar**
The name of our dock bar located at Haven Harbour South, “Admirals Club Beachside Bar.” “Admirals Club” for short, but only upon subsequent references, and not to be confused with the building’s name in which the bar as well as a private lounge are housed.