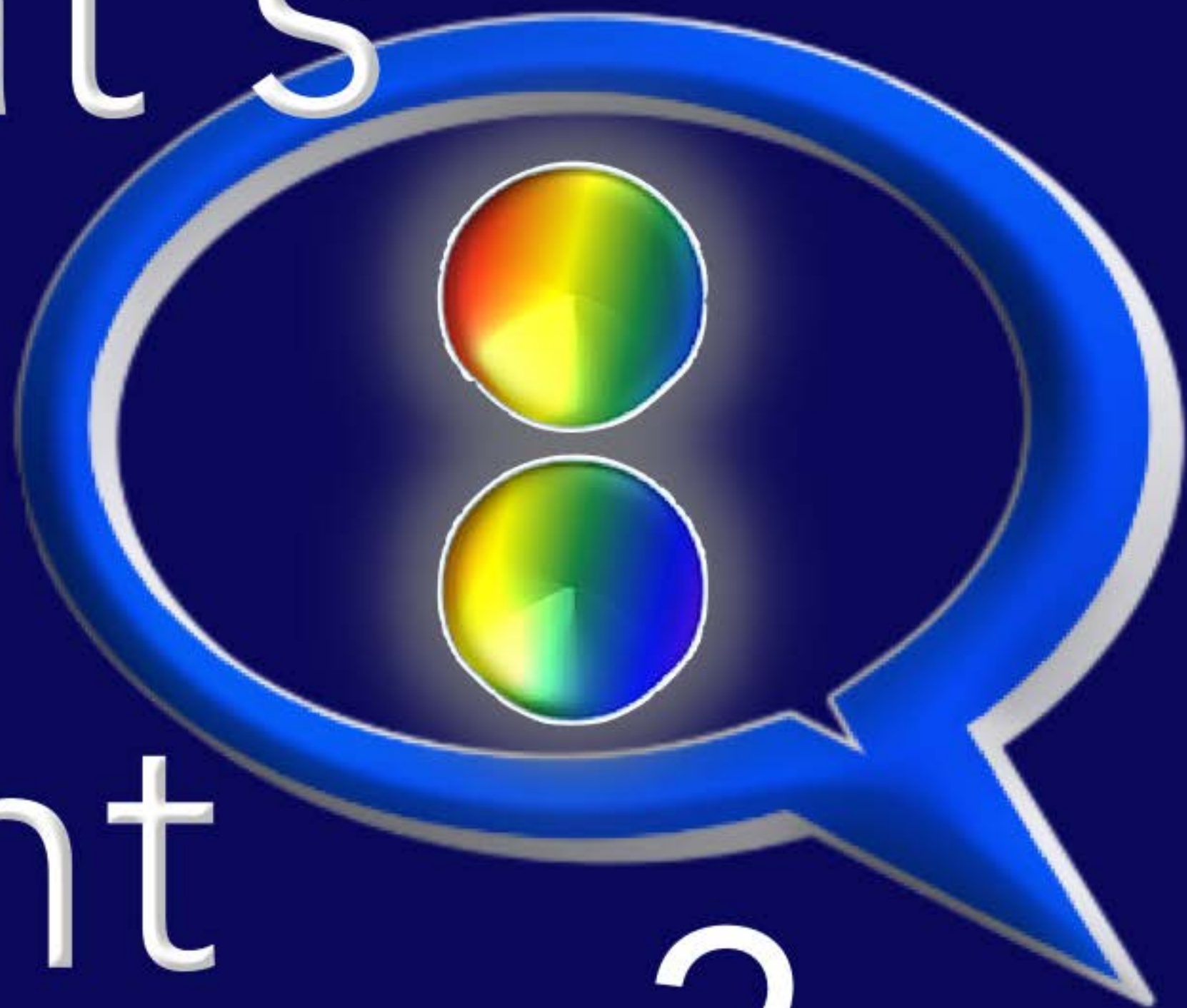


what's

the

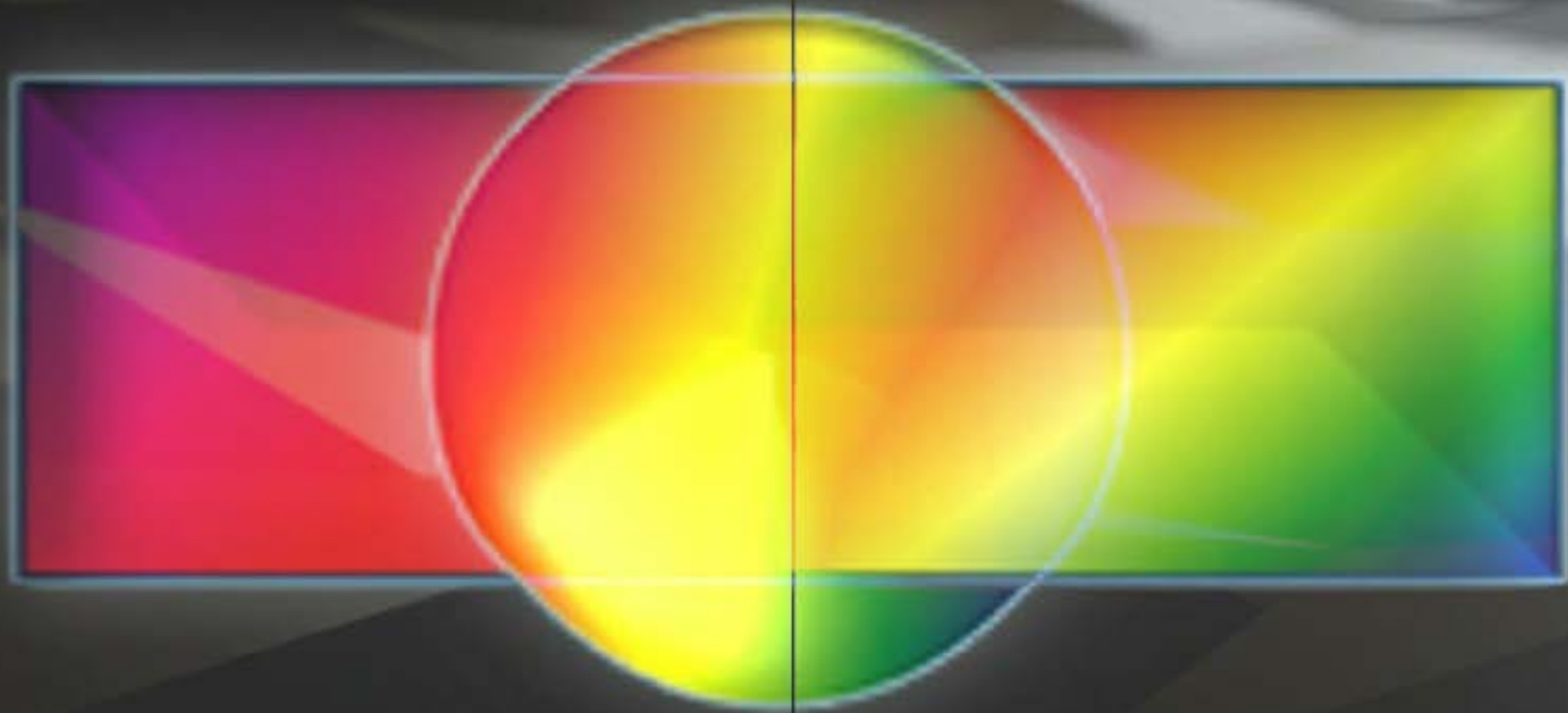
point

(over a second point)



?

the colon is to words



what the equals sign
is to numbers




both sides
describe
one subject

A B



the colon LISTS



I like eating fruit  apples, bananas, oranges.


A



B

the colon ELABORATES



I like eating fruit  it's part of my five-a-day.

the colon EMPHASISES



I like apples,

bananas,



fruit.


A = B

and oranges



the colon QUOTES



As I said to the stallholder: 
"Nice veg."



A = B





colon caution

DON'T...

...combine with a hyphen

...follow with a capital

...combine with a
conjunction

...precede with a space



Pause length defines the colon's 'what', not its 'why'.

Without rules, it's often wrongly replaced by the semicolon.

Remember, one side of the colon **EQUALS** the other side.

Luckily, meaning is rarely lost because of a misused colon.

Be clear. **Be simple.** Be human.



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