The Colon [:]

A colon is used at the end of a complete sentence before offering an explanation, highlighting information, or introducing a list or quotation.

Colons and independent clauses

While both colons and semicolons may be used to join two independent clauses instead of a comma and conjunction (e.g., *and*), a colon should only be used if the second clause amplifies, explains, paraphrases or summarizes the first.

Some writing reference manuals disagree about when you should capitalize an independent clause following a colon. APA style instructs writers to capitalize the first word of the clause after the colon if it is a complete sentence. See examples below.

The investigation led to shocking findings: Nepotism was rampant within the institution.
The SAT exam is rigorous: Many students lose points in the writing section.
The intellectual's body of work revolved around the following question: What does morality look like in late-stage capitalism?

Colons and emphasis/explanation

1. Use a colon before a word or phrase that clarifies or renames an earlier idea in the sentence. This is NOT the job of a semicolon.

Correct	Wandering in Narnia, Susan soon realized what she needed: a guidebook.
Incorrect	Wandering in Narnia, Susan soon realized what she needed; a guidebook.
Correct	The verdict was shocking: not guilty on all counts.
Incorrect	The verdict was shocking; not guilty on all counts.

2. Use a colon to introduce a concise definition of an important term or a subject-specific item of vocabulary.

Linguists are interested in morphology: the study of word forms.

3. a. Use a colon after a complete sentence to introduce a list of items. Colons cannot be used to separate a preposition and its object nor a verb and its object or complement.

Correct	An ant's body has three parts: the head, the thorax, and the abdomen.
Correct	I like to eat mangos, nectarines, and strawberries.
Incorrect	I like to eat: mangos, nectarines, and strawberries.

b. Avoid using a colon after *such as, especially*, or *including* that precede examples.

Correct	The professor often refers to classical philosophers, such as Socrates and Plato.
Incorrect	The professor often refers to classical philosophers, such as: Socrates and Plato.

4. Use a colon after a complete sentence that introduces a quotation.

The words of Albert Einstein help provide some perspective: "Do not worry about your difficulties in mathematics. I can assure you mine are still greater."

5. Sometimes the titles of a book, play, movie, or other media include colons to separate the main part of the title from the subtitle. The words on either side of the colon should be able to stand on their own.

"How to Punctuate: A Guide for Students"
"Storytelling and Mythmaking: Images from Film and Literature"

References:

https://uwaterloo.ca/writing-and-communication-centre/making-sense-colons
https://academicmarker.com/grammar-practice/punctuation/colons-and-semicolons/what-are-the-rules-for-colons-in-academic-writing/