# Style guide template

## 1. General

University-specific guidelines regarding for instance British vs American English; plain language; gender-neutral writing; other recommended resources and style guides.

## 2. Names and titles at the university

The university’s name in English; the use of acronyms and initials for the university, its schools, divisions, departments; titles and ranks; personal names; contact details etc.

## 3. Capitalisation

Titles and ranks; subjects, courses and programmes; qualifications; publications; proper nouns; organisations, places and geographical names, etc., headings

## 4. Spelling

Preferred spelling; British vs American spelling; computer and web terms; apostrophes; contractions; place names; acronyms, etc.

## 5. Abbreviations

Abbreviations, contractions and acronyms – spelled out or not; with or without full stop; upper case or title case; plural and possessive forms, etc.

## 6. Punctuation

An account of the most commonly used – and useful – punctuation marks: full stop, comma, question mark, exclamation mark, hyphen, colon, semicolon, dashes, forward slash, parenthesis and brackets, quotation marks, apostrophes, decimal and thousands separator etc.

*Comment: This is probably one of the main sections where the level of detail would vary from university to university.*

## 7. Numbers

Words or figures, decimal numbers, weights and measures, percentages, date and time, currencies, grouping of numbers (e.g. telephone numbers) etc.

## 8. Word-division/hyphenation

What to do if you must; what to bear in mind in relation to responsive web design, etc.

## 9. Formatting

Use of bold, underline, italics, quotations, how to present contact information, etc.

## 10. Practical writing tips

Technical: Headings and sub-headings, paragraphs, lists, key words, emphasising text, etc.  
Policy: Plain language, gender-neutral writing, web accessibility, visual identity