Huntington's
Disease
Association

Huntington's Disease Association

Language guidelines
June 2017

A better life for anyone affected by Huntington's disease.

Our brand

Our brand tells people, over and over again, this is who we are, what we do and what we stand for.

Our brand guides the way we think, speak and act and determines whether or not we meet our goals. By consistently defining our brand, we consistently define who we are and how we work, and people are more likely to understand us, and in turn, support us.

Our brand manual

Everything we need to consistently apply and clearly communicate our brand is explained in our brand manual. It outlines our vision, mission and values; language, words, colours and photography we use. These Language Guidelines work alongside the brand manual to explain how to write for our different audiences and use the right tone of voice for maximum impact.

Our vision

A better life for anyone affected by Huntington's disease.

Our mission

We improve care and support services for people with Huntington's disease, educate families and professionals, and champion people's rights.

Our values

We are:

- Tenacious
- Experienced
- Compassionate
- Inclusive

Our values

Values act as signposts. They ensure we don't get side tracked from our mission and that we keep moving in the right direction. By keeping one eye on the road and one on our values, we end up where we need to be. Every day we are tenacious, experienced, compassionate and inclusive. These values are who we are, what we do, how we do it.

Our values and tone of voice

To communicate this in a consistent and recognisable style appropriate to our different audiences. We speak and write using our brand tone of voice. Its personality is unique to us.

Different tones for different audiences

Like many charities, Huntington's Disease Association has a wide range of audiences.

All people find it much easier to read and remember information that is written in plain English. So, wherever possible, and certainly for all public communications, write simply, in everyday language that you can easily say out loud. Your tone of voice should be direct and positive, and use the active tense and avoid passive sentences. Don't use jargon.

However, there will be times when writing directly to professional audiences your tone of voice will need to reflect their language, including sector specific terminology. If you are clear that a communication is directed specifically at a professional audience, such as advice for care professionals or GPs, then please use the language you feel is appropriate.

How Tenacious, Experienced, Compassionate and Inclusive shape the way we speak and write

At different times you will need to emphasise the different values, for example, when writing a fundraising appeal 'compassionate' and 'tenacious' may be the values to focus on. When explaining behaviour changes to a care professional you will need to be 'experienced'. When talking with a person who will go on to develop the disease in the future, you will need to be 'compassionate' and 'experienced'. When talking with a loved one about end of life care you will need to be 'compassionate' and 'inclusive'. Here are examples of how you can alter your tone of voice and build our values into your writing.

Tenacious

We help people living with Huntington's through all stages of the disease. The effects of the disease on the person, their family and carers are hard. It is particularly difficult to see the person you love lose control and die, knowing that this may also happen to you or another member of your family. For this reason, our support continues through generations and extends in to all areas of day to day life with the disease. As our sign off says 'We'll be there'. We work to improve the quality of life for people living with Huntington's disease in many ways, including telephone support, raising awareness, fundraising, working with partner organisations, and championing members' cases. We are not a campaigning organisation but sometimes we need to speak out about an injustice we perceive or when see the rights of a person with Huntington's not met. We never say no and we never walk away.

Our tone of voice is strong and reliable. We want people to feel confident that they will get the support they need, no matter what.

In practice do:

- Be practical and positive – acknowledge the challenges and offer ways to overcome them.
- Use clear and direct language.
- Use precise language and short sentences.
- Include the stories of people living with Huntington's and the health professionals we support – let other people endorse our tenacity.

Tenacious in action. Say it like this. Don't say it like that:

Example 1 Improved

Having an open, honest conversation about end of life care is an essential part of supporting a person with Huntington's - important decisions do have to be made. However, they may not want to talk about what lies ahead and this should be recognised as their right. They may be open to talking about it at another time though. So try again later. It is better to initiate conversations on frequent occasions. And remember, the person who has the disease has to lead the conversation.

Example 1 Original

The person with Huntington's may not wish to have frequent conversations. Professionals should embrace that important conversations can be initiated on frequent occasions: however they have to be led by the person who has the disease. Not everyone wishes to have these conversations, and this should be recognised as a person's right. The professional should also consider that because the patient has chosen once not to discuss end of life care, this should not indicate that the person should never be offered this conversation again. Declining once is not declining forever and is part of having open dialogue with a patient.

Example 2 Improved

A common effect of Huntington's disease on a person's ability to communicate is the continuation or repetition of a topic or sentence, and their inability to modify this behaviour after it has become inappropriate. This is called perseveration. As a listener, you can help monitor and change the pattern. The first step is identification. Let the person know that perseveration is occurring but not in a confrontational way. A person with Huntington's may struggle conversationally to move quickly from topic to topic, so reduce the number of times you change topics and allow some time to pass before introducing a new topic. When you introduce a new topic, you can for example say "we are changing subject now, we are talking about..."

Example 2 Original

Perseveration (the continuation/repetition of a topic or sentence and the inability to modify if after it has become inappropriate), is also a common problem among Huntington's disease individuals. Again the listener can help the person to monitor and change behaviour. Some methods include reducing the number of times you change topics during a conversation, so that the patient does not have to quickly go from topic to topic; introducing a topic change by saying 'we are changing subject now, we are talking about...', allowing some time to pass before introducing a new topic. Let the person know when perseveration is occurring but not in a confrontational way. The first step in changing behaviour is identification.

Experienced

We are experienced at helping people living with Huntington's disease. We are trusted experts, providing quality up to date and accurate information that is informed by the lived experience of the people we work with. Our knowledge is grounded in empirical and theoretical research and evidence. We support the person with the disease, their family and carers, care and medical professionals. We do our best to inform people so they can make the right choices for themselves. Our sound advice is proven to help.

Our tone of voice is confident and authoritative. We back up what we say with evidence and verification. We are here to support and educate.

In practice do:

- Be informative, factual, practical and knowledgeable.
- Be professional, reliable and sincere.
- For every communication, consider whether you can support it with statistics or visualised data.
- Include stories from the people, health professionals and organisations we work with – let other people endorse our experience.

Experienced in action: Say it like this. Don't say it like that:

Example 1 Improved

Hospices are expert at caring for people in their final few weeks of life. They provide calm, well managed care, either as an inpatient or attended by home visiting team. The care team will also support the family. Referrals are usually made by a GP.

Example 1 Original

Another option that may be available is care by a hospice in the final few weeks either as an inpatient or via a home visiting team. A referral can be made to the hospice team by the GP or doctor caring for the person with Huntington's. This may offer a clam and well managed time at the end of life and provides support for the family.

Example 2 Improved

Huntington's is relatively rare. It is possible that a health care professional will have only ever have come into contact with one other family that has been living with the disease, so they will be not be familiar with the associated changes and effects. That's where our specialist Huntington's disease advisers come in. They are skilled at providing specialist help and *advice. Much of their knowledge and understanding is drawn from the shared experiences of people living with Huntington's and health care professionals around the country.*

Example 2 Original

As Huntington's disease is relatively rare, many health care professionals may only come into contact with one family. It is very important for these professionals to get specialist help and advice from the Specialist HD Adviser. The Specialist HD Adviser has acquired much of his/her knowledge and understanding of the disease from the shared experiences of families and health care professionals across the country.

Compassionate

We understand that Huntington's disease is different for everyone and that what lies ahead will be difficult. We do not want to add to people's anxiety. We hold their hand. We listen. Our writing seeks to validate and recognise the challenges of Huntington's, but it never assumes a person's needs, experiences or choices. We are always impartial and non judgemental. We are always sensitive to the complexity and controversy surrounding the disease. We sensitively provide opportunities for people to tell their own stories and in turn improve peoples' understanding of the disease.

Our tone is friendly and accessible and easy to understand. Whilst being factual, we are never shocking, sensational or sentimental.

In practice do:

- Address the realities of living with Huntington's.
- Be kind but direct, clear and to the point.
- For every communication consider whether you can include a quote from a named person.
- For every communication consider whether you can use a story about a person, health professional or organisation we work with.

Compassionate in action. Say it like this. Don't say it like that:

Example 1 Improved

The thought of living away from home can be daunting and upsetting for a person with Huntington's disease. This can be made worse by 'future visioning' and bad memories of the effects associated with the disease on other family members. Experience has shown us, that if the person is cared for by people who understand them and the disease, and they are well fed, appropriately medicated, and take part in activities they like doing, they will usually enjoy the security of a residential placement.

Example 1 Original

Whilst the thought of a residential placement can seem daunting and upsetting especially for someone with Huntington's who struggles with 'future visioning' and may have negative memories from other family members) if the individual is well fed, appropriately medicated, empowered to participate in activities that they enjoy and cared for by people who understand them and their condition then they usually begin to enjoy the security of a placement.

Example 2 Improved

The hereditary nature of the disease offers unique challenges that impact on the palliative care needs of someone with Huntington's and their family. They may have seen other family members die. Knowing what could happen to them, it is likely that they will have firm views about their own end of life choices. These should be established as soon as possible. Siblings and any children are also at risk of developing the disease too. Sensitivity is essential.

Example 2 Original

When looking at palliative care needs of someone with Huntington's and their family, it is important to remember that the hereditary nature of the *illness offers some unique challenges. The person with Huntington's may have seen several family members die from the illness, which may impact upon their perception as to what will happen to them. Equally they may have some very firms views about end of life choices and these should be established as soon as possible. Equally, it is important to remember that siblings and children of the person with Huntington's are themselves at risk of developing the illness and so sensitivity is essential.*

Inclusive

An inclusive tone of voice uses the practical elements of a 'tenacious' and 'compassionate' tone, and 'dials down' our expertise, whilst explicitly reaching out to people and organisations. We source, write and present material about Huntington's disease so that anyone can understand it. We simplify the complexity. Any member of our community can understand the words we choose. We never use a complex word where a simple one will do. People living with Huntington's often feel alone in their struggles with the disease. So we help them connect with others, in-person, over the phone, or through social media. Inclusive can be captured in language by clearly telling the stories of what we did together and the impact we made. We name check people, partners, funders, supporters, etc. and include their voices.

Our tone of voice is welcoming and friendly. There is an undercurrent of support in everything we say.

In practice do:

- Be warm and straightforward and honest.
- Use the first person: you, we, our, us.
- Be open about how we collaborate and give our partners' names.
- For every communication, consider whether you can name check an individual or organisation we have collaborated with to deliver the work you are writing or talking about.
- Include stories from the people and organisations we work with – let other people endorse our inclusivity.

Inclusive in action. Say it like this. Don't say it like that:

Example 1 Improved

If you have a parent with Huntington's disease you were born with a 50% risk of inheriting the disease. This means you have as much chance of not inheriting the gene as inheriting it. If you have brothers and sisters, they have the same chance of inheriting the gene or not too. Some people like to know so they can plan for the future, but most people feel that they can live more comfortably not knowing. If you are wondering whether or not you have the gene, there is a predictive test that will tell you. The genetics clinic will explain it all. You usually need to be 18.

Example 1 Original

If a person has a parent with Huntington's disease they are born with a 50% risk of inheriting the disease. This means they have as much chance of not inheriting the gene as inheriting it. Every child of a parent with Huntington's disease has the same chance of inheriting the gene or not.

Many people wonder about whether they have inherited Huntington's disease – there is a genetic test that will answer this question. Some people feel that they need to know so that they can plan for the future but most people feel that they can live more comfortably if they do not know for sure. You normally need to be 18 to have a predictive test. The genetics clinic will be happy to discuss this with you.

Example 2 Improved

How you feel about caring for someone with Huntington's will depend on your individual circumstances. Being a carer can be rewarding, however, like all carers, at times you will struggle practically and emotionally. Many people you meet, including health professionals, will not know much about Huintington's disease so will find it difficult to understand what you are going through. Often people tell us that friends and even family members struggle to understand the disease, especially the changes in a person's behaviour. This can be very frustrating. It is essential that you get the support you need.

This might be support specific to Huntington's, or general support. It will probably be a mix of the two.

Example 2 Original

How you feel about being a carer will depend on your individual circumstances, while the role can be rewarding, all carers are likely to have time when they struggle practically and emotionally. A lot of people you encounter, including professionals, are unlikely to know much about Huntington's and therefore struggle to understand what you are going through, which can be very frustrating. People often find that friends and even family members struggle to understand the disease and especially the changes which people might have to their behaviour. It is important that you find the form of support that suits you; this might be support that is specific to Huntington's, or general support (most likely a mixture of both).

Terminology

A very important part of our tone of voice is using consistent terminology for important elements of how we talk about our work. It helps us all sound like we are the same organisation.

Do	Don't	Why
Huntington's Disease Association	Use HDA	We have a name that does what it 'says on the tin'. Abbreviating it confuses our identity. People may not connect the two. Once you've used our name in full once, you can switch to using 'we'.
Huntington's Disease Association	the Association	See above – 'the Association' also sounds formal and stuffy.
Huntington's Disease; Huntington's; the disease; Juvenile Huntington's Disease	Avoid saying HD / JHD	More people to refer to it as Huntington's disease or Huntington's – again, this helps it not be confused with other

		things that share the initials HD or JHD
A person with Huntington’s; a person who has Huntington’s disease; a person living with Huntington’s	Suffers from Huntington’s disease	Put the person first, before the disease
People; person	Individual	Referring to people is more inclusive and friendly
Huntington’s disease	Illness; condition	Disease is the correct medical way to describe Huntington’s
Positive test result for Huntington’s disease	A person who has tested positively and has the expanded gene for Huntington’s disease (for general audiences); HD positive	A person who has had the genetic test for Huntington’s and has the expanded gene for Huntington’s disease and will go on to develop symptoms but people without much knowledge will not understand ‘expanded gene’. It is fine to use ‘expanded gene’ for specialist audiences
Negative test results for Huntington’s disease	A person who has had the genetic test for Huntington’s and does not have the expanded gene so will not go on to develop symptoms; HD negative	A person who has had the genetic test for Huntington’s and does not have the expanded gene for Huntington’s and will not go on to develop symptoms but people without much knowledge will not understand ‘expanded gene’. It is fine to use ‘expanded gene’ for specialist audiences
People who have symptoms of Huntington’s; people who are at risk of developing Huntington’s; people who have tested	Sufferer; victim; patient; service user; client; case; symptomatic; HD+; HD-; HDp; pHD	Unless you are really confident you are addressing an audience with specialist knowledge then avoid technical terms.

negative for the Huntington's gene		Always put people rather than the disease first
A person who tested positively for Huntington's but doesn't yet have any symptoms	Pre-symptomatic	Focuses on the symptoms rather than the person living without symptoms
Living with Huntington's	Impacted by HD; Impacted by Huntington's; HD family; Huntington's family	This includes the individual, carer, spouse, young carer and other relatives: husband / wife / son / daughter of a person with Huntington's
The effects associated with Huntington's; changes associated with Huntington's; the effects of Huntington's on mental health	Mental health problems; behavioural problems; motor problems; disturbances; cognitive impairment; disorder; deficits; abnormal movements	Do not frame changes in people behaviours and mental health negatively.
Changes in behaviour; changes in personality or mood; complex family life	Challenging behaviour; chaotic family life; disrupted family background	See above
Over time the brain's functions are reduced	Degenerative; neurodegenerative	See above
Reduced or less sensitive emotions	Blunt emotions	See above
Support; assistance	Care	We do not provide hands on care so care is misleading
Family carer; carer	Unpaid carer; caregiver	It is clear about the relationship to the person with Huntington's
People who may have inherited Huntington's	People who have a 50%* risk of inheriting the (expanded)	It is *not always 50%

	Huntington’s gene; At risk individuals	
Assist at meal times	Feeding	Describe the support from the person’s needs not as something ‘being done’ to them.
Charity	Patient organisation	Sometimes used to describe Huntington’s Disease Association and has medical connotations
Central office team; Central support team	Head Office	Comes across as unfriendly and unwelcoming. It is used as a default, creates division between the central part of charity and regional advisers
Fundraising volunteers; volunteers who run our branches	Volunteers	Clarify what type of volunteer: people who do challenge events and community fundraising or work at a branch have different roles
Supporter	Donor; Funder	Supporters is broader and acknowledges that people give more than money
Branch	Volunteer support group	A branch is an autonomous regional group run by volunteers with its own bank account; it provides specialist advice and support
Volunteer support group	Branch	A support group is an autonomous regional group run by volunteers that doesn’t have its own bank account

Appendix 1 - Tips for writing well

Plain English

Writing clearly in plain English is not about simplifying everything or dumbing down. Numerous surveys have found that writing clearly is:

- faster to write
- faster to read
- and more often helps get your message across in a way that is easier to understand and more friendly

Everyday English and familiar words

Write in the same language that you use to speak. Use words that you are sure the reader will understand.

Always think hard before using jargon or unfamiliar words. Jargon can be useful shorthand for specialist audiences but only include it if you are confident that you are writing exclusively for a specialist audience.

Before using a piece of jargon, ask yourself:
- Did you understand it before you joined us?
- Would your mum, partner or friend understand it?
- Could you imagine it appearing in a local newspaper or on the TV news?
- If you translate it into plain English, does it actually mean anything?

If the answer to any of these is no, then find a different way of saying it.

For any jargon you feel you do need to use then provide a plain English 'translation' the first time you use it so that all reader are clear about the reference.

Short words

Words of three syllables or fewer sound confident. They are also easy to read and recognise. Sticking to shorter words will help you sound confident about what you are saying. It is often better to use shorter words even if it means using three or four words instead of one. This is particularly important when you are giving information that people need to follow and act on.

However, there is still scope to use a great variety of words. You can do this whilst avoiding jargon. The key thing is to think about your audience and don't put them off by using too many words that they won't understand.

Short sentences

Short sentences communicate ideas clearly. Stick to one idea per sentence. Varying the length of your sentences makes what you are writing more interesting but aim for an average length of 15 - 20 words. Opening sentences should be closer to 15 words. No sentence should be longer than 30 words and if you're writing for the web no longer than 25 words. Some very short, blunt sentences can be used for particular impact.

Paragraphs

Paragraphs should convey one main idea. Keep paragraphs short and start another paragraph when you move onto another point or idea. This is particularly important when you are writing to pass on information or instructions. Try to keep paragraphs between four to five lines and if you're writing for the web between two to three lines.

It is ok to use one sentence paragraphs.

Text written for a specialist audience can carry longer paragraphs. However, try to avoid too many long paragraphs as this can make what you are writing dense and off-putting.

Headings

Headings should be used to break up your text and guide the reader through the information. Anyone scanning a page should be able to get an overview of the topics from the headings. Keep to headings that clearly explain the text that follows them. When writing to pass on information or instructions use headings at regular intervals throughout your text.

Headings and subheadings should be written in sentence case, an easy to read and modern style.

Eg. New study reveals a potential Huntington's disease biomarker, NOT, New Study Reveals a Potential Huntington's Disease Biomarker

Lists

Bullet pointed lists are very useful for breaking up text and helping to turn it into plain English. Lists are easy for people to read. If you need to pass on information then think about where you can use lists to make your copy clearer.

Use: we, us and you

Using: we, us and our when talking about us helps to create a warm and welcoming tone. For short pieces, a general rule of thumb is that if you have included our logo at the top, you do not need to mention us by name at all. Only use: ‘we’, ‘us’ and ‘our’.

If you’re writing for something that is heavily branded, such as our website, then you don’t need to use our name at all.

If you are writing for a formal audience or writing a lengthy article, you will probably need to mention Huntington’s Disease Association by name. However, as much as possible stick to ‘we, ‘us’ and ‘our’.

Similarly, referring to the reader as ‘you’ will also create a warm and welcoming tone. It also gets around the issue of having to refer to organisations as ‘they’.

Types of word

Use verbs over nouns. Verbs are actions. Nouns are names. Never use a noun when you could replace it with a verb. Use strong verbs. Examples of strong verbs include:

Weak	Strong
We are aiming to bring about	We are (or We are striving)
Smoking causes fatalities	Smoking kills
Our campaign is calling for	Our campaign demands

Adjectives describe things. Adverbs say how something is done. Go easy on both. Examples to beware of:

- **overblown adjectives**: innovative, ground-breaking, unique, significant, important, major, leading
- **obvious adjectives**: robust, meaningful, real, very real
- **overused adjectives**: inclusive, integrated, key, targeted
- **redundant adjectives**: totally unique, clear focus, key priority, practical action
- **example adverb:** particularly interesting, especially pleasing, exceptionally gratifying

Precise words

Vague copy is open to interpretation. Be precise about what you are saying. Pompous, foreign or overly technical words get in the way of meaning. Precise words have an impact.

Make every word count. Don't use redundant words. Every word you use should have meaning and add something to the sentence. If a word doesn't add something, delete it.

Write for impact

Always ask your writing: so what? What is it that you want people to do as a result of reading this communication. All copy should have a purpose.

Start where the action is. Put the impact first. Place important information first and then follow with the nice to know information. Focus on people, use sentence length and structure well.

For example:
- 15 young people attended our support group last week.
- 15 young people attended our support group last week and met other people their age affected by a parent's Huntington's disease.

Writing for the web

There are additional things to consider when writing for our website.

55% of readers spend fewer than 15 seconds on a page. The content needs to matter.

Web content

Focus on producing interesting and useful content. Ask:
- What information do people need?
- Who are our audiences?
- What content would be useful, interesting, shareable to them?

Your audience

Write for your audience. Think about:
- Who is this for?
- What are my key messages?
- What do I want them to do when they've read it?

People are easily distracted. Make their life easier. To keep their attention use:
- Short words.
- Short sentences e.g. no more than 25 words.
- Short paragraphs e.g. no more than between two to three lines.
- Break up text with subheads, pull quotes, side modules, box outs, bullet points, bold text – so people can skim read content too.

Get to the point

The introduction and header are most important:

- Get key message in paragraph one, followed by the rest of content in order of interest, relevance, usefulness.
- Use short, descriptive, powerful headers. Tell the audience they're in the right place.
- Engage your audience.

Calls to action

Have a clear, compelling next step on each page:

- Get support now.
- Download our factsheet.
- Donate.

Effective editing

1. Never proof read on screen, print it out.
2. Read it out loud. This helps you spot awkward sentence construction, repetition and where you may have used jargon.
3. Then check for spelling, grammar and punctuation errors. You need to be methodical.
4. Finally check for presentation issues such as consistent font size for body text and headings.
5. If it is long, take frequent breaks. Most people cannot concentrate intensively for more than 20 minutes at a time.
6. If proofing something you have written then make sure you leave time between finishing it and proofing it. You need to be fresh to it.
7. If possible, get someone else to do a final proof. We tend to miss our own mistakes.

A-Z of style tips

	Do	Don't
Acronyms and abbreviations	The first time you use an acronym or abbreviation, write the full name out and put the shortened version in brackets. Write the full name in lower case unless it is the name of an organisation or project, in which case use capitals. Always use capitals for acronyms and abbreviations except when the	Avoid using etc., i.e., tel.

	organisation uses lower case: DfE.	
Addresses	Do use Huntington’s Disease Association Suite 24 Liverpool Science Park IC1 131 Mount Pleasant Liverpool L3 5TF	Don’t use commas between street numbers and street names, nor between town/country names and postcodes.
Apostrophes	Do use apostrophes to indicate possession. If the word is already plural or ends in n ‘s’ then the apostrophe follows the ‘s’.	
	Do use CVs, PDFs, PhDs, 1980s	Don’t use apostrophes in the plurals of acronyms and abbreviations or in plural dates.
Brackets	Do use round brackets to present additional information.	Don’t use dashes.
Capital letters	Do use lower case unless referring to a specific body or organisation. British Government, Camden Health Service but, government, public sector organisation, health service.	Don’t use Government, Public Sector Organisation, Health Service.
Commas	Do use commas to make a distinction between the various ‘ands’ in a sentence.	Don’t use commas before ‘and’ and ‘but’.
	Do use commas to separate out two points in a sentence.	
Dates	Do use 1 September 2016	Don’t use a 0 before numbers less than 10. Don’t use th, st, rd.
Dashes	Do use to create dynamic in your writing.	Don’t use to present additional information. Try to use sparingly!
Ellipsis	Do use (…) when quoting someone/from a text where you don’t want to use all the words. It shows you have missed some out.	Don’t use (…) to show that a sentence has been left unfinished. Finish the sentence!
Email addresses	Do use in lowercase, unless it appears at the beginning of a sentence. My email address is beth.taylor@hda.org.uk	Don’t use Beth.Taylor@hda.org.uk Don’t hyphenate the words E.g. e-mail

Internet addresses	Do use in lowercase, unless it appears at the beginning of a sentence. Our website is www.hda.org.uk	Don't include / at the end of the link. Delete it. Don't use http:// unless a website address starts with https://, in which case it needs to be included. You do not need to include the www. at the front of website addresses
Internet, website and web	Do use lowercase for internet, website and web.	Don't use capitals for internet, website and web.
	Do use website and online as one word.	Don't use hyphens.
Italics		Don't use chunks of italic text.
Foreign expressions		Don't use them
Full stops	Do use one space after a full stop.	Don't use a double space after a full stop.
	Mr Ms Dr	Don't use full stops in sets of initials, titles, acronyms or abbreviations.
		Don't use full stops at the end of an internet or email address, even if it is at the end of a sentence.
		Don't use full stops at the end of phone numbers, even at the end of sentences.
	Do use one punctuation mark.	Don't use full stops and exclamation/punctuation marks.
Headings and subheadings	Do use sentence case e.g. capital letters should appear only as if written out in a sentence.	Don't use UPPERCASE.
	Do use in bold.	Don't use underlining.
	Do insert a line space after main headings.	Don't insert a line space after subheadings.
Hyphenation	Do use to aid clarity eg use on adjectives to remove ambiguity. Do be consistent	But, if in doubt leave it out, as too many hyphens make the page look messy.
Lists and bullets	Do use round bullet points. Do use to split up information and make it clearer	Don't use squares, dashes, arrows or any other type of bullet point. Try not to use numbers, unless there is a good reason for setting out an order e.g. for instructions.
	Do use a colon to introduce lists.	

	Do use a lowercase letter and no full stop when lists are words/short points.	
	Do use a capital letter to start with and a full stop at the end when lists are complete sentences.	
Names and titles	Do use forenames and surnames.	Don’t use prefixes e.g. Ms, Mrs, Miss or Mr. If you have to use them then do so without full stops.
	Do use professional titles such as Dr and Professor where appropriate.	
Numbers	Do write numbers between one and ten out in words.	
	Do write numbers from 11 upwards in numerals.	
	Do use words for both numbers where there is a mixture.	
	Do use words when starting a sentence with a number.	
	Do use hyphens for numbers upwards of 21 at the beginning of a sentence e.g. Twenty-one	
	Do use words rather than a dash to show number ranges in text e.g. Those attending our conference were aged between twenty and eighty.	Don’t use a dash for showing number ranges
	Do show numbers up to 9999 without a comma separating the thousands and the hundreds. Do show numbers over 10,000 with a comma separating the hundreds, thousands, tens of thousands and millions.	
Percentage	Do use numbers followed by % If you do use the word write it as: percentage.	
Quotation marks	Do use double quotation marks when quoting what someone said and use punctuation inside double quotation marks.	

	Do use single quotation marks everywhere else and use punctuation outside single quotation marks.	
	Do use a colon to introduce a quotation.	
Spelling	Do use English spelling	Don’t use American spelling
Symbols		Don’t use &, unless it is part of an organisation’s name.
		Don’t use @, unless it is part of an email address.
	Do use currency symbols wherever possible and lowercase where not e.g. euros.	
Telephone numbers	Do use 0345 123 2372 London numbers are 020 7000 0000 or 020 8000 0000 etc.	Don’t use 03451 232372 or 0207 000 0000
		Don’t use a full stop after telephone numbers even at the end of sentences.
Text alignment	Do use left-justified text,	Don’t use justified text on both sides. Don’t use centrally aligned text.
The time	Do use a combination of numbers and either am or pm. E.g. Our event takes place between 5pm-6.30pm Do use a dash for a time range.	Don’t use 24 hour clock.
		Don’t use a full stop after numbers even at the end of sentences.