Style guidelines

The University of Huddersfield’s style guidelines should be followed for all customer-facing communications – whether offline or online. However, when using social media and other digital channels, some guidelines can be relaxed to suit the channel and style of communication. Please see the end of these Guidelines for an example.

If you have any queries about online variations to the Style Guidelines, please contact the Marketing team.

Abbreviations

Avoid abbreviations unless there is insufficient space for the whole word, with the exception of Doctor which should be shown as Dr (no stop after Dr).

NB. Professor should never be shortened to Prof.

Acronyms and initials

Remember, not everyone will understand the acronyms/initials that you may use. Please use the full title or phrase, followed by the acronym/initials in brackets, the first time you use it in a document and then use the acronym/initials or abbreviation.

Example:
The Higher Education Funding Council for England (Hefce) provides funding for our undergraduate students. Hefce’s regional officers visit the University on a regular basis.

Do not punctuate acronyms or initials.
Example:
UK not U.K.

Do not use acronyms/initials for buildings/rooms on campus. These should be stated in full.
Example:
Lockside floor 1 room 12

Use of the acronym tag is the correct method to represent acronyms/initials on the web.

Address

Separate the University’s postal address with commas unless each part of the address appears on a different line.
Example:
The University of Huddersfield, Queensgate, Huddersfield, West Yorkshire HD1 3DH, UK
If you are pre-printing reply envelopes featuring the University address, 'Huddersfield' should be shown in capital letters - HUDDERSFIELD.

Web use: css provides the address tag. There should be punctuation for the benefit of users of screen readers.

**Age discrimination**

Do not make reference to age (eg under 21 and over 21) or ‘mature’ students in Entry Requirements or other course information.

Example:
We welcome students of any age. Those with formal qualifications would normally be expected to have 80 points at A Level....

**And**

Use and rather than an ampersand – including in course titles, job titles and module titles.
Example:
Art, Design and Architecture - not Art, Design & Architecture.

**Apostrophes**

Do not use apostrophes for plurals of numbers or letters.

Example:
GNVQs not GNVQ’s
1980s not 1980’s

Do use an apostrophe for the Students’ Union, but ensure this appears after the s not before.

**Block capitals**

Do not use all block capitals (unless required for acronyms).

**Bold text**

Use bold text for emphasis - do not underline.
**Bullet points**

- Lists should always be broken up with bullet points.
- Use simple dots (as in this example) for bullet points.
- Indent text where the bullet point runs on to two lines, as in this example, rather than letting text run under the bullet.
- If your section of bullet points contains sentences, please use a capital letter at the start of the sentence and full stop at the end (as in this example).
- If your section of bullet points contains a list of items that are not given in sentences, please do not start with a capital letter or use a full stop at the end of each item (unless the items are included in a section of bullet points that also includes sentences, in which case a capital letter and a full stop should be used for consistency). Please see examples below.

**Example one:**
The paint is available in the following colours:
- blue
- black
- red
- orange

**Example two:**
Please remember to bring the following equipment:
- Hat.
- Gloves, please ensure these are waterproof.
- Rucksack, this should be at least 25 litres in size.
- Lunch.
- Hot drink.

**Capital letters**

- Do not use initial capital letters for job titles in general.
  Example:
  The dentists celebrated until dawn.

- Do use initial capital letters for specific job titles of individuals.
  Example:
  Joe Smith, Head of Catering
  The School board is chaired by the Dean.

- Do not use initial capital letters when talking about colleges/universities in general.
  Example:
  All universities should note the new funding arrangements.

- Do use initial capital letters when talking about the University of Huddersfield and when referring to Huddersfield as ‘the University’. If
referring to ‘the University’ in the middle of a sentence, ‘the’ should have a lower case t.

Example:
The University of Huddersfield was ranked very highly for teaching quality.
There is a wide range of cafes at the University.

• Do use initial capital letters when talking about Further and Higher Education.

• Do use capital letters when referring to our Open Days.

• Do not use capital letters when talking about primary and secondary education.

• Do use capital letters when referring to a specific School.
Example:
The School of Music, Humanities and Media.
The School can provide support for students.

• Do use initial capitals when referring to specific qualifications, or qualifications held by individuals.
Example:
Take a look at the Education Studies BA(Hons) offered by the School of Education and Professional Development.

• Do use capital letters when referring to Honours, Master’s or Foundation degrees, but do not use a capital letter for ‘degree’.

Commonly confused words

to place

too as well

there place
their belongs to them
they’re contraction of ‘they are’

its possessive - belongs to it
it’s contraction of ‘it is’

practice noun - as in Doctor’s practice
practise verb - as in to practise the piano

The same rule applies for licence/license. It is easier to remember if you think of advice (noun) and advise (verb), or device/devise.

affect (verb) to have an impact on
effect (noun) example: the effect of the earthquake was...
complement to enhance - add something to make more complete
compliment praise or ‘with compliments’

elicit to draw out
illicit unlawful

principal head of, most important
principle basic truth

stationery paper products
stationary not moving

Commonly confused grammar

Is/are -
There *is* a variety of options – not There *are* a variety of options
The verb *(is)* relates to the subject (variety), which is singular, not options
(which are plural).

Centred on –
Centred *on* (not *in or around*)

Different from –
Different *from* (not *to or than*)

Singular nouns –
The University, a team, a Department, a School, a company etc are all single entities:
The University *is*... (not The University *are*)
The team *is*... (not The team *are*)
The Department *is*... (not The Department *are*)
The School of [XXXXX] *is*... (not The School of [XXXXX] *are*)
[Company name] *is*... (not [Company name] *are*)

Commonly used words

- 20 credit (no hyphen)
- 20th Century (upper case C)
- A Level (always a capital A and L, no hyphen or quotation marks)
- Bachelor’s (capital B and apostrophe before s)
- BA(Hons) (no space before the bracket)
- email (no hyphen)
- full-time (hyphen)
- group work (no hyphen)
- market-place (hyphen)
- Master’s (capital M and apostrophe before s)
- online (no capital, no hyphen)
- part-time (hyphen)
- per cent (two words, no hyphen - use word except in tables)
- percentage (all one word)
- postgraduate (no hyphen)
- post-experience (hyphen)
- state-of-the-art (hyphens)
- undergraduate (no hyphen)
- up to date (no hyphens)
- website (one word, no hyphen)

Words to avoid using are:
- Facilitate
- Incredibly - means not credible, not ‘very’
- Locate(d) - use find or found instead
- Looking to
- Proactive

Contact details

When giving contact details on a leaflet or other publicity abbreviate telephone to Tel. followed by a space, then the international dialling code, the shortened area code, and the number.
Example:
Tel. +44 1484 471234

Email addresses should be shown as follows:
Email. admissionsandrecords@hud.ac.uk
and not followed by a full stop.

Please always give our web address as follows:
www.hud.ac.uk
Do not put http in front of the web address.

Contact details for courses should be shown as:
Admissions or Departmental Office etc (ie not a specific named person, as the individual may change roles during the lifespan of the prospectus)
Tel. +44 1484 XXXXXX (a number which will be answered at all times during working hours, not an individual’s number)
Email. XXXXadmissions@hud.ac.uk (a generic email address for the subject area, rather than an individual’s address, for the reasons stated above)

Courses

Refer to courses as courses, not programmes, pathways etc.

Refer to topics within courses as modules. Mandatory modules should be referred to as ‘core modules’, option modules should be referred to as ‘option modules’ (not ‘optional modules’).
Under Course Structure within IPP/Coursefinder, show the modules as Year 1, Year 2 etc.

Dash

Use a dash without a space to mean ‘to’ in numerical phrases.

Example:
Children aged 12-16.

Use the word ‘to’ rather than a dash with words.

Example:
9.00am-10.00am, Monday to Friday.

Dates

1 November 2006 (not 1st November or November 1). Always spell months in full. Do not use a comma between the month and the year.

Days

Use a capital letter.

Example: Monday
Do not abbreviate to Mon

Degree titles

Degree titles should have initial capital letters.

Awards should be after the course title –
Psychology BSc(Hons) not BSc(Hons) Psychology

If you repeat the course subject in the text of a document you should use an initial capital letter.
Example:
The Psychology BSc(Hons) course is offered full and part-time. Students studying Psychology will be expected to...

Email addresses

University email addresses are always entirely lower case.
Entry requirements

Please display as a list of bullet points.

When listing entry requirements please use the form MMM rather than Merit, Merit, Merit or PPP rather than Pass, Pass, Pass.

Where there are entry requirement alternatives, make this clear in the opening sentence.

Example:
Entry requirements for this course are normally one of the following:

Fonts

The University’s corporate font for printed materials is Foco. This should be used at a minimum of 9 point.

On the web, Arial should be used. However, Foco should be used for graphical elements to display headlines and priority messaging.

Headings and titles

Use an initial capital for the first word only (and for degree titles within a heading), unless a subsequent word is a proper noun. Never use block capitals. Never underline a title.

ise or ize

Where words can end in ‘ise’ or ‘ize’ always use ‘ise’.

Italics

Use italics for titles of books, films, plays, etc. Also use italics for foreign phrases.

Never underline and do not use speech marks.

Web use: Italics are conventionally <em> (emphasis) tags, but book titles should be span/classed as book_titles.

List or paragraph numbering

Do not use a full stop after numbers.

Months

Use initial capital letters.
Numbers

- Centuries should be in numbers (20th Century).
- Fractions used in text should be spelled out (one-third of students), but a fraction used with a whole number should be written in numbers (2½).
- Numbers zero to nine should be written as words, and 10 onwards in figures.
  Exceptions are:
  - When a sentence begins with a number (always show as a word).
  - If the numbers have to stand out for quick comprehension (for example in a table, when giving ratios or amounts of money).
  - If you are using more than one number in a sentence, and one of the numbers is greater than 10.
  - Numbers over 999 should be written in the format 1,234 (comma) unless in a table where space is limited.
  - In course information use numbers for year and level (Year 1, Level 1).
  - Under Entry Requirements in the prospectuses, use a number in relation to unit awards eg 6-unit (A2) Awards.
  - Course length in the prospectuses should be shown as numbers (3 years full-time). Half years should be shown as fractions (4½ years not 4.5 years).

Punctuation

- Do not use full stops after Mr, Mrs, St, Dr or to punctuate abbreviations.
- Avoid using too many commas in a single sentence as this makes text difficult to read/understand. Avoid using commas where there should be a full stop.
- Use semi colons to distinguish phrases listed after a colon if commas would not do the job clearly.
  Example:
  Thanks to everyone involved in this project: Jo Bloggs, Conference Officer; Colin Blair, Director of Estates and Facilities.
  Also, as a rule of thumb, semi colons can be used to ‘mark a pause longer than a comma but shorter than a full stop’ (The Economist Style Guide).

Quotation marks

For quotations, use quotation marks – open quotation marks at the beginning of each paragraph and close quotation marks at the end of the last paragraph. Quotation marks are “ not ‘.

If a sentence ends with a quotation, the full stop should be added after the close quotation marks - not before.
Example:
Amy was delighted with the placement and commented: “It provided me with that all important real world experience”.

Ranges
Use the following format:
Males aged 30-35

Not:
Males aged from 30 to 35.
Males aged from 30-35.

Seasons
Do not use an initial capital.

Slash
Do not insert spaces either side of the slash.
Example:
Film/TVstage

Sources
Always include the sources of stats/statements provided in copy. Use an asterisk or other symbol to enable source information to be provided at the bottom of the page. Adding source information in brackets within the main body text affects the flow of the text so should be avoided.

Times
To avoid confusion, use am and pm and not the 24 hour clock. Use a full stop between the numbers rather than a colon. Do not include a space after the number and the am or pm.

Always set times out as follows:
9.00am not 9am

If literature is specifically aimed at the international market please use the 24 hour clock.

Minutes and seconds may be abbreviated to their initial letter.

Example: Roger Bannister ran the mile in 3m 59s.

University name
Our title is the University of Huddersfield, not Huddersfield University.
Websites

Do not put http in front of web addresses.

Do not use a full stop after a web address, even if it is the end of a sentence.

Years

Should be shown as 2005/06 not 2005-2006.

Social media and the web

If you use tools or systems that provide limited space for communications such as Twitter, web forms and directories, then the style may be altered to suit but should follow the guidelines as much as possible.

Example: Twitter response
@joebloggs1 Thanks for your comment & recommendation. Our staff will be at Open Day this Wed 9.30-3.30pm to help you with your query.

Example: event directory listing

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed 25 June 2014</td>
<td>9.30am – 3.30pm</td>
<td>Brass band &amp; the Symphonic Wind Orchestra</td>
</tr>
</tbody>
</table>

Updated July 2014