

General

- *UK spelling (ambience, centre, instalment, colour, rumour, etc. and use “s” in e.g. realise, capitalise, etc.)
- *use the ‘double el’ spelling, e.g. modelling, panelled, enamelled, fulfilled, install (but it is: fulfil and instil)
- *no double letters in, e.g. faceted, targeted, focused, focuses, focusing
- *for companies/startups, there is no need to include BV, Co., Ltd, Inc., GmbH, SPL, etc. after the name
- *be consistent

Capitalisation

- *company/project/product names: do not use “all capitals” unless it is an acronym, but do define the acronym in the first instance
- *do us a capital in the Western world/Eastern promise & capitals for the Earth, the Moon & the Universe
- *for projects, use initial capital letters on all words in the name (quote marks not necessary)
- *initial capital letter on first word in headings/sub-headings; use on all words in heading for Eventbrite

Symbols

- *don’t use foreign language symbols (e.g. yes: strasse, no: straÙe, etc.) in addresses; however, these are allowed to be used in company names
- *symbols: we don’t use registered or trademark symbols, these should be taken them out (as long as the initial capital letters are there in the name, that is sufficient)
- *do not have “70 plus” – either say “more than 70” or have “70+”

Numbers

- *use 1 hour, 3 days. 8 weeks, 12 months, 5 years’ time and 100 years ago with a digit (as if it is being used with a “unit” (but write “Three years later” if it is at the start of a sentence); use hyphen in the phrase: 40-year history and 1-hour drive, etc.
- *other than instances outlined elsewhere (or when used with a unit), spell out numbers below “12” (above in numerical digits); never start a sentence with a number
- *no comma in a four-digit number (e.g. 1050 mm) but commas in numbers with five digits (23,000), etc.
- *mid-1980s (no apostrophe)
- *for other instances of fractions, spell out in full: i.e. second year of research (do not use 2nd year) & the fifth largest city; fourth term

Punctuations marks and italics

- *use double quotation marks “like this” and if there are quotation marks within a quotation, use double quotation marks, for example: He said: “I don’t think he screamed ‘Hello’ yesterday.”
- *good practice not to use italics or underlining or bold for emphasis
- *use *Italics* for the name of a podcast or publication, etc. (and always highlight this italicised text in any document so it is not missed when uploading the text to the website)
- *no double-spaces after full stops; and no full stops after initial letters, e.g. it should be to “MC Escher” and do have a full stop if an abbreviation, e.g. Prof. Bloggs
- *no full stop at the end of a caption (unless it is two sentences) and also no punctuation marks required at the end of pull quotes
- *do not use a hyphen in a number range for instance, use the “N dash” (also called “N rule”), i.e. the project is expected to take 3–6 months (closed-up)
- *use the N dash correctly when breaking up text in a sentence: i.e. there should be a space at either side

Units

- *please follow the metric system (i.e. SI units; see [here](#)), such as m, cm, kg, V, m², h, min, & use units with a space after the number (spell out “metres” & “minutes” & “hours” if it reads better in the sentence)
- *“360-degree view” is written with hyphen (do not include degrees symbol) and “a view of 360 degrees” does not have a hyphen; the degrees symbol should be used for a temperature, e.g. 40 °C
- *per cent (not percent) (but percentage is correct); do not use the symbol
- *the wall was 2 m in height (no hyphen), but “2-m high” and “a 2-m-high wall” and “2-m-high wooden structure” & 150,000-m² production facility with hyphen
- *3D or three-dimensional (never 3-D, or 3-dimensional).

Other

- *don’t give personalities to a company or startup (i.e. refer to it in the singular and not as “they”)
- *do not start a sentence with a number or a small letter (i.e. if a company name is written in small letters)
- *do not start a sentence with ‘And’, ‘But’ or ‘Because’
- *do copy & paste an article text into Notepad (.txt doc) before pasting the text into a webpage