

House style guidelines

Please edit your documents to comply with Ealing Council's house style

Fonts	✓	✗
Main headings: bold Arial 14pt	Bold Arial 14pt	Bold Lucida Console 12pt
Body text: Arial 10pt	Arial 10pt	Times New Roman 11pt
Sub-headings: bold Arial 10pt	Bold Arial 10pt	Verdana 12pt
Other headings: italics Arial 10pt	<i>Italics Arial 10pt</i>	Bold Times New Roman 11pt

Grammar	✓	✗
British English standard spelling.	-ise programme	-ize program (unless referring to a computer program)
<i>Plain English</i> : refer to guidelines on the intranet.	We must improve our writing skills.	Every endeavour must be forthcoming on our part to effect the improvement of our writing skills.

General formatting	✓	✗
Headings	House style guidelines Left justified, no gap between heading and text, lower case	House Style Guidelines Centred, gap between heading and text, capitalised
Addresses: write street numbers, names and postcodes.	Perceval House, 14/16 Uxbridge Road, London W5 2HL	Perceval House, Uxbridge Rd, Ealing
Telephone numbers: no brackets around area code. Where more than one telephone number, delete any duplicate information.	020 8123 4567 or 5678 020 8123 4567/8	(020) 8123 4567/ (020) 8123 5678 0208 123 4567 or 8
Numbers: one to nine in words, 10 upwards in figures.	Please complete the 12 questions and return the survey within five working days.	Please complete the twelve questions and return the survey within 5 working days.
Dates: should follow the format: day, date, month, year. Do not use abbreviations or suffixes st, th etc. Use a comma after the day if writing the date in full.	Monday, 13 September 2004	Mon Sept 13 th 04 or 13/9/04
Times: use am or pm, no space. Use a full stop to separate hours and minutes.	9am – 5.30pm	9:00 a.m. - 5:30 p.m.
Prices: should be written with currency first then sum. Do not include decimal point if whole number. No gap between the number and million, i.e. £1million.	£5, £9.99 £10,000 £1million, £1.5million	£5.00, nine pounds ninety-nine pence £10000 £1,000, 000, £1 and a half million

<i>Bullet points</i> : should start with initial upper case, have single line spacing and use open punctuation (ie no commas or full-stops), until the final point. The final point should have a full-stop at the end, to indicate the closing of the bullets.	<ul style="list-style-type: none"> • Initial upper case • Single line spacing • Open punctuation until final bullet point which should end with a full-stop. 	<ul style="list-style-type: none"> • initial lower case; • double line spacing; • all punctuated.
<i>Ampersand</i> : only use where it is part of an official title or name	Marks & Spencer	Education & lifelong learning

Contact details listing	✓	✗
<i>External organisations</i> : information as appropriate	Address: Tel: Email: Website: Transport: underground xyz station; bus 1, 4 or 92 to xyz Opening hours: Admission: £5 Other information eg disabled access	Add – Telephone no – Travel – Opening hours – Entrance fee – Email – Web address –
<i>Internal units</i> : information as appropriate	Unit name: Address: PER5NE Perceval House or 5 th floor Perceval House Tel: ext xxxx or (020) 8xxx xxxx Email: Fax:	Section – Address – Tel – extension: Fax – Email –

Upper case or lower case?	✓	✗
<i>British government departments of state</i> : upper case (abbreviate on second mention).	Home Office, Foreign Office, Ministry of Defence, Department for Education and Skills	home office, foreign office, ministry of defence, department for education and skills
<i>Government agencies, organisations, associations, committees, commissions, public bodies, quangos etc</i> : upper case.	Benefits Agency, Ealing Council, Crown Prosecution Service, Customs and Excise, Parole Board	benefits agency, crown prosecution service, customs and excise
<i>Schemes, project names</i> : lower case, unless it would fundamentally confuse a message, then use upper case.	private finance initiative, national local government pension scheme	Private Finance Initiative, National Local Government Pension Scheme
<i>Departments and sections</i> : lower case.	education department, communications unit, environment group	Education Department, Communications Unit, Environment Group
<i>Jobs and titles</i> : lower case	director of education, principal officer, administrator	Director of Education, Principal Officer, administrator