

Edge Hill University Writing Style Guide

Introduction

Staff across the institution will be writing for a range of audiences. We've developed this style guide to support all staff to write in a consistent way, making it easier to get our messages across. This guide should be used alongside Edge Hill's Tone of Voice guidance to ensure you are writing using the Edge Hill voice.

The guide is for all forms of writing, both printed and on digital channels. We provide guidelines on style so that our writing is effective, reflecting our high standards and our brand.

The guide does not apply to academic writing. Refer to www.edgehill.ac.uk/Is/uni-skills/academic-reading-writing/ for information on style in academic writing.

The University's Recruitment Marketing team can provide further guidance on writing style. This guide will be available on our Wiki and updated as required.

Plain English

We want our communications to be easy to read and understand, plain English allows the audience to understand the information as quickly as possible.

We shouldn't hide our message behind bureaucratic language or jargon. Don't use formal or long words when easy or short ones will do. Avoid university jargon and buzzwords that may be unfamiliar to someone outside higher education. Technical terms are not jargon and you can use them, just explain what they mean the first time you use them.

Visit the HR wiki for details on Plain English staff development sessions: <https://wiki.edgehill.ac.uk/display/staffdevelopment/Professional+Excellence>.

Inclusive Language

Using appropriate language is an important part of how we communicate.

Overall, it is important to be respectful, empathetic and inclusive.

Sexuality, race or disability should not be mentioned unless they are relevant to the subject matter. But, when we do focus on one aspect of a person's character, we should ensure we do not define them by it.

For more details refer to the information outlined in the [gov.uk guidance](https://www.gov.uk/guidance). More guidance is available in our LGBTQ+ Inclusive Language Guide called <https://www.edgehill.ac.uk/document/lgbtq-inclusive-language-guide/>.

Disabilities/illnesses

We use 'disabled people' or 'disabled students' rather than people with disabilities.

Do **not** refer to someone being 'wheelchair-bound' or 'confined to a wheelchair', since wheelchairs provide mobility, not confinement. Instead, refer to a person who is a **wheelchair user**.

In general, it is best to avoid defining people by their condition or illness.

Disabled students include those with **Autism Spectrum Conditions (ASC)**, mental health, sensory impairment, mobility difficulties, or a medical condition such as epilepsy, diabetes, heart conditions, or severe asthma.

Specific Learning Difficulties (SpLDs) affect the way information is learned and processed. They are neurological (rather than psychological), usually run in families and occur independently of intelligence. They can have significant impact on education and learning and on the acquisition of literacy skills.

Specific Learning Difficulties are not the same as learning disabilities, which instead refer to an individual's reduced intellectual ability and difficulty with everyday activities.

Neurodiversity refers to those with Autism, Dyslexia, ADHD and Dyscalculia. The use of the term 'neurodiverse' and the wider framework of 'neurodiversity' acknowledges that disability partly arises from societal barriers, rather than attributing disability to perceived inherent deficits. The converse term is Neurotypical.

Care experience and estrangement (CEES)

We use the phrase care experience and estrangement, CEES for short. This is a common abbreviation.

We use the following definitions:

Care leaver - This means the student has been 'looked after' by a Local Authority or Health and Social Care Trust and that they were in care on or after their 16th birthday.

Care experienced - This means the student has spent time in care during their childhood, but they left care before their 18th birthday. This may mean they were adopted from care before the age of 18; they may have lived with foster carers, in a residential children's home; have been looked after at home under a supervision order; or living with friends or relatives in formal kinship care.

Estranged student - This means the student is aged 18 to 24 and are not communicating with either of their biological or adoptive parents due to an irreconcilable breakdown in the relationship with them.

A Foyer or supported housing association student - This means the student is aged between 16 and 25 and have accessed Foyer or another Supported Housing Organisation due to homelessness or risk of becoming homeless.

We no longer use the term Students without Family Support.

Age

Mature student – a student who is over the age of 21 when they start their studies.

Do not use the word 'old'.

When describing younger students do not use the term not-mature or school leaver.

Gender and sexuality

Do not use 'he' to refer to an unspecified person. Instead use 'they' as a singular pronoun without gender.

When using words for roles that are associated with gender, consider if you would describe someone not of the specified gender using that term. If you would not, use a different term to describe that role. If possible, use a gender-neutral term. For example, chair **not** chairman or chairwoman.

Remember that not all people associate with the gender terms of either male or female. When designing forms allow those using it to define their own gender or include a 'not specified' option.

Try to use gender-neutral terms of address unless speaking about someone who has been identified as a member of a particular gender. Do not identify someone as trans/non-binary without their consent.

It may be relevant to use trans women or trans men (with a space in between the words) when speaking about wider communities, reporting on trans issues, or when an individual has self-identified as trans and would like to discuss this aspect of their identity.

Avoid describing individuals in terms of their sexuality. Where it is essential to do so, consider how the individual has expressed their sexuality and use their terms. If you do not know and still need to describe them, use the term Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ+).

Facilities

In general, we refer to facilities as 'accessible' rather than 'disabled'.

Parents and supporters

When writing content aimed at parents and supporters of our students, refer to the student they are supporting as 'your student'. Do not use your son, your daughter or your child.

Race and ethnicity

There is no single, agreed international definition of ethnicity and race or of the distinction between the two.

Use the term family origin, not 'race'. Be specific if you can ('people of south-east Asian family origin; people of African family origin'). The exception to this is when the word race is used in a module title or event name.

Avoid using skin colour as a catch-all; for example, 'black'.

Do not use the term 'coloured'.

Never use the abbreviations BME or BAME, always spell out the term Black, Asian and Minority Ethnic.

Names of ethnic groups (those recognised as an ethnic group under the Race Relations Act) should always begin with a capital letter. This includes Gypsy, Traveller and Irish Traveller.

Both terms are in common usage and are generally acceptable but try and use 'minority ethnic' groups instead of 'ethnic minority' groups. 'Ethnic minority' places the emphasis on ethnicity as the main issue and becomes synonymous with non-white. Use 'Minority ethnic groups' to highlight the fact that everyone has an ethnicity.

Writing about Edge Hill University Place

Edge Hill University

The official University title is Edge Hill University and this should be used in all communications and publications. To avoid repetition, 'the University' and 'Edge Hill' may be used in text closely following the full title.

EHU can only be used in limited circumstances. You can use it internally or with a current student audience, in hashtags such as #discoverEHU, in advertising and instances such as meta titles or descriptions where we are limited in the space or the characters we can use.

University

When referring to Edge Hill University as the University use an initial capital. When referring to a university use a lowercase u.

Addresses and phone numbers

Address

If you're writing for an external audience, give the full address, including the postcode:

- The event takes place at The Arts Centre, Edge Hill University, St Helens Road, Ormskirk, Lancashire, L39 4QP

If you're writing for a University audience, the name of a well-known building is enough on its own:

- The event takes place at The Arts Centre at 8pm on Tuesday 4 July.

Telephone numbers

Use 'Telephone: 01695 575171', not 'T:' or 'Mob:'. Alternatively, use a telephone icon followed by the phone number (no colon).

When communicating internally 'Ext: can be for an extension number.

Use spaces between city and local exchange. Include a space after the first five digits of a mobile number. Always use the full phone number, including the country code (+44) on the web. Include the country code in international publications.

Acceptable formats are:

- 01695 575171
- +44 1695 575171

Building names

Use an initial capital for the name and lower for the word 'building'. The only exception to this is Main Building where the word 'Building' is an official part of the building name. A full list of University buildings is provided at the end of this guide.

If referring to a specific location (our Dance Studio) the location name should be capitalised. If referring generally to a location type (ie our laboratories) it should be lowercase.

When describing a building, the amount spent on construction should only be referenced, where appropriate, for up to five years after the building opens. The only exception to this rule is the £30m Sports Centre which can be used as a signifier of investment in the student experience.

PEOPLE

Job titles

Use capitals when referring to the specific person holding a specific position. Use lowercase letters at the start of the words when referring to a job in general or are describing a role.

- The Head of Department was very clear on the point, even heads of departments tend not to interfere in such matters
- The head of geography (note this isn't a title but a description of the role)
- Julie Smith, Health and Safety Manager
- The health and safety managers
- Personal tutor (lowercase) is used when describing a role, but uppercase Personal Tutor when referring to a specific person.
"My Personal Tutor was always on hand to help me". "At Edge Hill having personal tutors available for support is amazing." The same rule applies to careers advisers, capitalised for a specific person, otherwise lowercase.

Note the following Edge Hill conventions:

- Pro Vice-Chancellor takes only one hyphen
- The shortened title 'Chair' is used rather than 'Chairperson'

Never abbreviate job titles (VC/PVC) in external communications.

Names and titles

Give the person's title, forename and surname on the first mention. Then use either their surname or their title and surname throughout.

If the tone of the communication is more informal, refer to them by their first name rather than surname after the first mention.

Titles

Don't put a full stop '.' after a title:

- Mr
- Mrs
- Ms
- Mx
- Dr

The title Professor should be written in full.

WHAT WE DO

Academic degrees

These should be expressed as follows:

- An undergraduate degree
- A Masters degree or Masters degrees
- A Foundation degree
- A postgraduate degree
- BA
- BA (Hons)
- BEng
- BEng (Hons)
- BSc
- BSc (Hons)
- DESM (Professional Doctorate in Emergency Services Management)
- EdD (Professional Doctorate in Education)
- LLB
- LLB (Hons)

- MA
- MA (Hons)
- MBChB
- MComp
- MComp (Hons)
- MEng
- MEng (Hons)
- MNSW
- MNSW (Hons)
- MRes (At Edge Hill we refer to this as a Masters by Research rather than Masters of Research)
- MSc
- MSci
- PGCE
- PGCert
- PGDE
- PGDip
- PhD

Do not use 'in' when referring to degree titles: i.e BSc History not BSc in History. Where you are referring to a course which no longer runs, refer to the degree in general rather than using the official title:

- X studied a history degree at Edge Hill University in 1987 before going on to postgraduate study.

Alumni and referring to qualifications

When referring to an alumnus of Edge Hill include the degree award, degree name (or general name if it no longer runs) and year of graduation after the individual's full name, with each element separated by a space. This information can also be shared in prose when appropriate.

For example,

Sarah Williams (MA Marketing, Communications & Branding 2015)

Lauren Tittle, who graduated from Edge Hill with MSc Conservation Management in 2020, has responsibility for wetland rejuvenation.

Academic year

Use term dates when referring to the academic year or calendar. It is easier to understand for most people than the word semester.

If you need to call the period a semester, refer to them as 'Semester 1', 'Semester 2', and the years similarly as Year 1, 2.

'Final year' need only receive initial capitals if it appears in a detailed description of the academic programme of study. Elsewhere, lowercase is preferable:

- You may want extra support in your final year. This is where we can help.

Courses, subjects and modules

Only capitalise the names of degrees if you're using the full degree title:

- He is studying BA Music Production

If you're referring to the course in general, always use lowercase:

- Students with a music production degree studied in the Department of Creative Arts

The full course title, including BA (Hons), BSc (Hons) etc should be included in course listing headings and other official titles. However, this can spoil the flow of the writing in other types of text such as features and other webpages, so (Hons) can be left out of text elsewhere. If you are referring to a course without the BA, BSc etc, then it does not need to be capitalised.

The same rules apply for subject areas. If you're referring directly to the subject area, use capitals, for example Politics and International Relations. If you are referring to the subject area in general, for example talking about studying politics, use lowercase.

The exception to this rule is when the subject or course is used as a heading.

- Music Production

Or when you are referring to English, which is always capitalised.

Capitalise module titles, for example:

- Introduction to Financial Accounting
- Genetics and Evolution
- Designing and Managing a Research Project

If the official course, subject or module title includes an &, you should include it. Ampersands are used in course titles. The use of **and** in a course title indicates a joint honours with an 50:50 split of modules, ie an equal balance of module credit. For example Childhood & Youth Studies and Sociology.

The use of **with** in a title indicates a major/minor degree where one part is a major part of the course, and the other is the minor, for example Business & Management with Accounting & Finance.

For full information about how these courses are named and who is responsible for their management, check chapter 4 (Programme and Module Approval and Modification) in the Quality Management Handbook.

Faculties, departments, teams and functional areas

Use capitals when being specific, lowercase elsewhere.

- Faculty of Education; Department of Creative Arts
- The faculty office is closed; the department has 30 members of staff
- When referring to a specific team or function, capitalise the title of that team or function. When using the term in general, use lowercase.

When team is an official part of the title capitalise the T:

- Website Content Team

Event names

When referring to a specific event, the event name should be capitalised. When referring generally to a type of event use lowercase.

- At the Open Day on Saturday 14 August you will be able to see our beautiful campus.
- When attending a university open day you'll be able to see the campus, speak to lecturers and see accommodation options.

The same rule applies for Offer Holder Days. For example, come to our next Offer Holder Day on Saturday 24 February. Make sure you put the dates of any offer holder days into your diary.

If the events is virtual, use Virtual as part of the event name. This also means it will be capitalised. Use lowercase if referring to virtual open days in general.

Abbreviations and acronyms

Avoid these if at all possible. Unless the short form is more familiar, they're bad for readability and can alienate readers. So, write things out in full to make your content accessible and inclusive.

If you really need to use an acronym, spell it out in full the first time it is mentioned with the acronym following in round brackets. Thereafter, use the acronym alone.

For very common acronyms and initialisms, you can use the short version straight away. Use a continuous string of capital letters:

- BBC
- NATO
- URL
- USA
- WHO
- GIF

See the Writing about Edge Hill University section for guidance about the use of EHU.

Latin abbreviations (eg, etc, ie)

Avoid common Latin abbreviations, such as etc, eg, ie. There are good plain English alternatives that will make your writing easier to understand:

Etc – use ‘and others’ or include complete lists where possible.

Eg – use ‘for example’, ‘such as’ or ‘including’

ie – Use ‘that is’, ‘meaning’, ‘in other words’, or rewrite the sentence.

Its and it's

Its denotes possession for example, the dog scratched its nose.

It's shows a missing letter for example, It is not fair; It's not fair.

Capitalisation and headings

Do not use a capital letter unless it is specifically required.

Government agencies and other organisations

Use initial caps, for example Crown Prosecution Service. It is not necessary to capitalise the word government

Seasons

Use lowercase for seasons as they are generic nouns.

Compass points and place names

Do not use capitals for north, south, east, west.

For place names, use uppercase for recognised regions and political or geographical areas, otherwise use lowercase, unless at the start of a sentence.

- The North West, the Middle East, Western Europe, East Lancashire, West Lancashire
- South-west France, south Wales, western Scotland

Headings, titles and calls to action

For page headings, headlines, calls to action and sub-headings use sentence case – an initial capital for the first word only. How to apply **not** How To Apply.

Italics

Words in a foreign language that are not in wide general use in English should be italicised. Words that are widely used, such as 'ad hoc', 'café', and 'vice versa', should not be italicised.

Titles

Italics should be used when referring to the titles of books, plays, journals, newspapers and periodicals, films, television programmes, radio shows, musical compositions and works of art.

Where a title includes 'The' or 'A', those words should also be capitalised.

Punctuation

We apply a less-is-more philosophy to punctuation. Use as little punctuation as necessary to convey the meaning.

Ampersands

Only use ampersands if they are part of an official name or title (such as P&O, Johnson & Johnson). Otherwise spell out 'and'. The only exceptions to this are Q&A and degree courses where an ampersand is part of the official title (such as BA (Hons) Childhood & Youth Studies, BSc (Hons) Business & Management).

If you are referring to the course in general or the students on the course without referring to the name in full, use business and management students, for example.

Apostrophes

Apostrophes indicate possession or the omission of one or more letters.

- The emperor's new clothes; Students' Union
- Who's been sleeping in my bed?

Do not use apostrophes in the possessive 'its'.

- Virtue is its own reward

Dates do not require apostrophes unless the century is omitted.

- 1900s
- The England squad of '66

Do not use apostrophes with plurals except for the pluralisation of letters of the alphabet.

- MPs, MBEs
- Our task now is to dot the i's and cross the t's

For names use the possessive 's whenever possible but be guided by how the last syllable of the name is pronounced. Rewriting the sentence may be easier.

Use an apostrophe when using the word 'time' in sentences such as:

- The game will be played in two weeks' time
- They stop work in one hour's time

Check place names for specific and correct use of apostrophes.

- St Helens, Earls Court (no apostrophe)
- Land's End (with apostrophe)

Brackets

Our general rule is to avoid brackets as much as you can. When they are necessary, follow this advice:

Round ()

Use these when you need to expand on or clarify something:

- It reached a length of 2.3m (7.5ft).

Include full stops/exclamation marks/question marks/quotation marks before the closing bracket only if the complete sentence/quote is in brackets; otherwise, punctuate after the closing bracket.

- The last bus today is at 2.45pm. (That's earlier than usual.)
- The last bus today is at 2.45pm (which is earlier than usual).

Square []

Try to steer clear of these. Only use them for comments, corrections, references or translations made by a subsequent author or editor.

- The president remarked that the country had surrendered [sic].

Bullet points

Bullet points can help you communicate clearly if you have a lot of information to convey in one sentence or paragraph.

Bullet point lists should always follow a colon.

If the sentence before the colon and the bullets after it form a continuous sentence, each line starts with a lowercase letter (unless it is a proper noun) and there is no punctuation. Never include 'and' between the penultimate and final bullet:

In self-catered accommodation there is a:

- common room
- kitchen
- laundrette

If the bullets do not follow on in a continuous sentence, each line starts with an uppercase letter and there's no punctuation:

Catered accommodation offers a wide range of facilities:

- Access to kitchen
- Bike storage
- Laundrette

If the bullets are in a self-contained list, each one starts with a capital letter and ends with a full stop:

- Each kitchen is equipped with a sink, kettle, toaster, microwave, hob, oven, cupboard space, fridge and freezer.
- The bike storage areas are all highly secure and are close to the halls.
- The laundrettes are open from 8 till late, but don't forget to bring your own detergent.

Colons

Use a colon to introduce lists, presented either in prose or using bullet points. In prose, the colon should be followed by a single space. The first word after the colon should not be capitalised unless it is a proper noun.

- The price includes the following: travel to London, flight to Venice, hotel accommodation, and excursions.

Use before a quotation, or before reported speech:

- The headline read: 'Taxi Driver Battles Gangsters'
- They shouted: "Our families are starving! We need land!"

You do not need to use a colon before a URL. Use standard grammar, unless using the URL in a list, as above.

Semicolons

Avoid using semicolons where possible. Try rewriting the sentence first. If it's really necessary follow these rules:

Use a semicolon to link to related parts of a sentence, neither of which depends logically on the other and each of which could stand alone as a complete sentence.

- The best job is the one you enjoy; the worst job is the one you hate.

Use semicolons in place of commas in a complicated list or sentence if it will improve clarity, particularly if list items already include commas. First consider if a bulleted list would make it easier to read.

- We plan to review the quality of the research of the department, including its participation in interdepartmental, interdivisional and interdisciplinary activities; its research profile and strategy; and future challenges and opportunities.

Commas

Use commas to indicate where readers should pause for breath in a sentence. Used properly, commas can eliminate ambiguity and make text more digestible.

But they can also create unnecessary clutter and you can avoid using them by not including a definite article with a title:

- Head of Department Erica Simmons protested

Rather than:

- The Head of Department, Erica Simmons, protested

Commas are not needed where you are using a 'job description' that fits more than one person. Use a comma when that job relates to just one person.

- Footballer David Jones has been taken to hospital
- England football captain, Harry Kane, has spoken to the media

Refer to Guardian Style Guide if you want to read further about commas.

Dashes

There are three commonly used dashes, which are distinguishable by their length:

- The hyphen: -
- The en dash: –
- The em dash: —

The em dash should not be used.

The en dash should be used in place of brackets or commas to add supplementary information to a sentence. It should be surrounded by spaces.

For example:

- The library – which was built in 1960 – will be closed for renovation.

The en dash should also be used for ranges of time, of years, to join terms of equal weight, or to represent a pause in the text.

For example:

- 2015–16 academic year
- 3–4pm (do not include spaces)
- Myers–Briggs profile
- The bus was late today – I nearly missed the lecture

A hyphen should be used to join two word adjectives together, and for some words beginning with prefixes such as co, de, pre or re.

For example:

- First-year students
- Third- and fourth-year students
- 19th-Century history

Use current students rather than on-course students.

Check the University A-Z for the preferred spelling of many commonly hyphenated words. If the word you need is not listed, consult the Guardian Style guide for an individual listing or general guidance on hyphens (<https://www.theguardian.com/guardian-observer-style-guide-h>)

This is a guide about how to insert the correct dash (avantixlearning.ca/microsoft-word/how-to-insert-an-em-dash-or-en-dash-in-a-word-document-4-ways). Or simply google your answer depending on the system you are using.

Ellipsis

Ellipses should be used to show that there is some text missing, for example from a quotation. Sentences should never finish with an ellipsis.

- Prices have not merely risen... they have soared

Do not start with a space, because this could mean a new line beginning with the dots. If the quote is a complete sentence, there is no need for an ellipsis.

Exclamation mark

Avoid using exclamation marks. They look like you're shouting! Or angry! And they can trivialise your message.

Only use if they are part of a book or film title. Or in direct speech to represent something shouted or spoken very loudly.

- “Look up there!” she yelled.

Never use an exclamation mark coupled with another punctuation mark such as !?

Full stop

Use one – and only one - full stop or question mark at the end of a sentence. Never use a double space after a full stop.

Don't be afraid to use a full stop. It is often easier to read a number of short sentences than one long, heavily punctuated sentence. **Do not** use a semicolon in place of a full stop. This can lead to unnecessarily long sentences that are difficult to read.

Quotation marks/inverted commas

Use double quotation marks for direct speech or a quote, and single quotation marks for direct speech or a quote within that.

- Tom Bone said: “They say ‘the Labour Party is finished’ before every election.”

If a quote comprises a full sentence, the full stop or comma should come before the closing quote.

- “We hope this research will lead to a potential new therapy,” said Dr Smith.

Use double quotation marks where there is a partial quote.

- Critics have called the play “an absolute triumph”.

Once you have used quotation marks to identify a phrase, for example ‘mad cow disease’, you no longer need to use them when referring to mad cow disease in the rest of your copy (unless it is part of a direct quotation).

Use quotation marks for individual short stories, songs, articles, book chapters, episodes of television programmes etc, that is, titles that are not whole publications or series.

Numbers

The general rule is to use words for single-figure numbers, digits for anything above nine, for example:

- Five, seven, nine, 11, 13, 15

The same rule works for ordinal numbers. Do not use superscript with ordinal numbers, for example:

- Eighth, Ninth, 10th, 11th,

The exception to this rule is if you have numbers both above and below nine in the same sentence. In this case, use digits throughout:

- This book is aimed at 8 to 11-year-olds.

Always start a sentence with words, never digits:

- Four per cent of students responded
- Fifty members of staff attended

For numbers 1,000 and above, insert a comma.

Spell out million, billion and trillion in full, except where they are used with currencies or headlines:

- Five million people; 10 billion grains of sand
- £5m; £3bn

Numbers for rankings and accolades

When referring to a university ranking, we always use digits, rather than write the numbers in full.

- Top 3 in the North West for Student Satisfaction (Complete University Guide 2021)

Age

Always hyphenate the adjectival and include in the noun.

- Seven-year-old child; 100-year-old building
- There will be school tests for eight-year-olds

When referring to age in the text of a story include the age in between commas.

- Lucy, 21, from Ormskirk

Centuries

Use uppercase and digits when you are labelling a century with a number. Otherwise use lowercase.

- 21st Century
- Scientists expect a cure by the end of the century

If you omit the century from a four-digit date, replace it with an apostrophe.

- The class of '66

Dates

Always use digits for dates and write them as day month year, with no commas or ordinal ('th', 'st', 'nd'). Always write out the full year (never 21 or '21):

The Open Day will be held on Saturday 14 August 2023.

For a range of dates, use digits and a dash (with spaces):

- 11 July – 16 September

Use digits for decades:

- The 1960s or '60s

Days

Avoid references to 'yesterday', 'this morning', 'today', 'tomorrow'. Refer to days by name or include the date. Never abbreviate the name of a day:

- Applications close on Monday
- Applications close on Monday 15 January (**never** Mon 15 January)

Time

Always use the 12-hour clock with a full stop between the hours and the minutes (not a colon):

- We're going to meet for lunch at 1.30pm

Don't use additional '.00' for times on the hour, and close up space between the number and the 'am' or 'pm':

- The lecture starts at 4pm.

Midnight falls at 12am. For midday use 12pm.

Avoid using midnight as a cut-off date. Instead use 11.59pm to clarify the exact day/date in which the deadline falls.

Periods of time

Use an en dash to link up time periods, and shorten figures where it's possible:

- The Second World War (1939–45) was a turning point for the world.

Use slashes (with no spaces) to refer to an academic or financial year:

- We attracted more undergraduate students in 2013/14 than we did in 2012/13.

If you're using 'from' to start a date or time, always use 'to' to end it (and not a dash):

- The summer holiday runs from June to September

Units of measurement

	Name	Symbol
<i>length</i>	<i>millimetre</i>	<i>mm</i>
	<i>centimetre</i>	<i>cm</i>
	<i>metre</i>	<i>m</i>
	<i>kilometre</i>	<i>km</i>
<i>mass (weight)</i>	<i>milligram</i>	<i>mg</i>
	<i>gram</i>	<i>g</i>
	<i>kilogram</i>	<i>kg</i>
	<i>tonne</i>	<i>t</i>
<i>area</i>	<i>square metre</i>	<i>m²</i>
	<i>hectare</i>	<i>ha</i>
	<i>square kilometre</i>	<i>km²</i>
<i>volume</i>	<i>millilitre</i>	<i>mL or ml</i>
	<i>cubic centimetre</i>	<i>cm³</i>
	<i>litre</i>	<i>L or l</i>
	<i>cubic metre</i>	<i>m³</i>
<i>power</i>	<i>watt</i>	<i>W</i>

	<i>kilowatt</i>	<i>kW</i>
	<i>megawatt</i>	<i>MW</i>
<i>speed</i>	<i>metre per second</i>	<i>m/s</i>
	<i>kilometre per hour</i>	<i>km/h</i>

- **Names** of metric units, whether alone or combined with a prefix, always start with a lowercase letter (except at the beginning of a sentence) – e.g. metre, milligram, watt.
- The **symbols** for metric units are also written in lowercase – except those that are named after persons – e.g. m for metre, but W for watt (the unit of power, named after the Scottish engineer, James Watt). Note that this rule applies even when the prefix symbol is in lowercase, as in kW for kilowatt. The symbol for litre (L) is an exception.
- Symbols do not change and are **never pluralised**.
e.g. 25 kg (but 25 kilograms).

Per cent

Both 'per cent' and '%' are acceptable, providing use is consistent throughout a piece of writing. In general you should use per cent in prose and % in tables or lists.

For example:

- In total, 60 per cent of Edge Hill staff responded to the staff survey.
- The staff survey asked staff whether staff used public transport to travel to work. Results were as follows:
 1. Never: 24%
 2. Infrequently: 30%
 3. Some of the time: 34%
 4. A lot of the time: 12%

Express the percentage in words if it comes at the start of a sentence. The exception to this is when using a proof point such as NSS or Graduate Outcomes for example:

- 100% of our graduates are in employment or further study within 15 months of graduation (Graduate Outcomes 2017/18).

Write out per cent in full as two words.

You would usually use the symbol for headlines, illustrations and tables with numbers. You would also use the symbol if you were highlighting a stat in a pull out box or in some other way in a publication or web page.

Photos or image captions

A caption should be included when additional information is needed to make sense of an image, or a copyright credit needs to be provided.

If including names, keep the number of names to four or five and list from left divided by a semicolon where required. For example. Doctors visit Clinical Skills and Simulation Suite. From left, Dr XY and Dr AB.

If a group is present, consider whether a caption is needed at all as it may not add any additional information.

Website addresses

Don't use the term URL in copy. Say 'web address' instead.

Where possible in digital content, don't include URLs in body copy. In most cases it is better to hyperlink the relevant text. Make sure the words you hyperlink within text are meaningful and clear about what they link to. Do not hyperlink text such as 'here' as the word is used out of context and would not make sense to people when using a screen reader.

The exception is in print, but the use of QR codes can be used in their place.

When using a URL:

- Never include the final forward slash at the end of the address.
- When referring to a URL in print use a short URL where possible for example ehu.ac.uk/clearing **not** edgehill.ac.uk/study/clearing - contact the digital content team to request a short URL.
- Never write out a URL or web address for pages on our own site, unless for a specific purpose of making people aware of a separate microsite.
- Avoid ending a sentence with a URL or email address.

If you need to, use normal punctuation.

There is no need to use a colon before a URL in a sentence and to make the address stand out, use bold.

For example: To learn more about sustainability on campus visit **ehu.ac.uk/green**. The same rule applies to using email addresses in print.

For example, for additional advice around using this style guide contact **reesl@edgehill.ac.uk**.

In digital content ensure the email address is a mailto: link.

University words A-Z

This A-Z list clarifies University terminology. For more general reference, please refer to the Guardian style guide.

Advice (noun), **To advise** (verb)

Adviser (Not advisor), but **advisory**

Affect (verb- to have an effect on)

Alternative (not alternate)

Alumna (female former student)

Alumni (plural former student) Use alumni as the the plural form of both male and female former students.

Alumnus (male former student)

A Level Not hyphenated. Use an uppercase L.

Among not amongst

Applicant visit day (capitalise when referring to a specific event)

Audio-visual

Award-winning

Biannual – twice a year

Biennial – every two years

Biosciences when used in the Biology and Biosciences subject area title.

BioSciences when referring to the building title.

Café

Campus-based learning (Hyphenated)

Campus tour (lowercase unless referring to a specific event)

Car park (not carpark)

Cooperate, cooperation (no hyphen)

Course ‘Course’ is the official title for degree-earning academic study. It can be used to mean the same as degree and neither takes precedence in copy. They can be used interchangeably in most cases, other than in official or formal documents.

Coursework (One word)

Criterion (singular), **Criteria** (plural)

Current students use instead of on-course students

Decision-making (Hyphenated whether before or after the noun)

Dependent (adjective); **Dependant** (noun)

Distance learning

(Lowercase unless referring to a programme title with this element named in it)

Doctoral

Doctorate (Lowercase unless referring to a specific, named doctorate)

Effect (noun = an outcome, verb = to bring about)

E-learning (Lowercase when in the middle of a sentence)

Email (Lowercase when in the middle of a sentence)

Enrol, enrolling, enrolment (not enroll)

En-suite (not ensuite or en suite)

Enquiry (not inquiry)

Extracurricular (one word)

Fieldwork (One word) field trip (two words)

First-class (Hyphen when it appears before the noun, none if after the noun)

Focused

Freshers' Week We use the term Welcome Week or Induction Week and not Freshers or Freshers' Week

Full-time Only hyphenated when used before noun, otherwise no hyphen. The exception is when used on a course page where x years full-time is the correct way to reference course length where a number is used and full-time is hyphenated.

Geosciences Try and avoid using the word geosciences to refer to geography, geology and other related studies as we do not use this as a course or subject area. The exception is when the word is included in a module title. Our building is called **GeoSciences**.

Government lowercase. Refer to [Style guide - A to Z - Guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk) if you need clarification on any terms related to the government or government offices and departments.

Graduation (capitalise when referring to a specific event)

Graduand lowercase (to refer to students who are eligible to graduate, but have not yet graduated)

Graduate lowercase

Ground-breaking

Group work (Two words, no hyphen)

Halls of residence lowercase. We do not use initial caps on halls, hall or halls of residence. The only exception is where halls is part of the name of the accommodation – Main Halls.

Helpdesk (not help desk)

Higher education

Although it is often abbreviated to HE, higher education isn't a proper noun so it doesn't need initial caps when you write it out in full.

Healthcare (one word)

Honours degree

Induction Week Capitalised when referring to the event. Induction session should be lowercase.

Interdisciplinary

International students (lowercase)

Liaise and liaison Note the spelling, some spellcheckers get this wrong.

Masters degree (No apostrophe, a Master of Arts, a Master of Science etc.) It is capitalised whenever used.

Mental wellbeing

Modules Modules are the building blocks to a course

Multi-purpose

Off-campus facilities (Hyphen when used before noun, but no hyphen when used after noun; e.g. 'the facilities off campus')

On-campus facilities (But 'the facilities on campus'. Also see 'off-campus facilities')

Online

Open day (if referring to a specific event, capitalise)

Part-time Only hyphenated when used before noun, otherwise no hyphen. The exception is when used on a course page where **x years part-time** is the correct way to reference course length where a number is used and part-time is hyphenated.

Personal statement (lowercase)

Personal Tutor

PGT/PGR

When referring to postgraduate-level courses, use 'postgraduate taught' (PGT) and 'postgraduate research' (PGR), respectively. Do not say 'taught postgraduate' (TPG) or 'research postgraduate' (RPG).

Practice (noun), **To practise** (verb)

Postgraduate Capital when part of a named degree, e.g. 'Postgraduate Taught/Postgraduate Research', otherwise lowercase – 'postgraduate study'

Programme While course is the official title for degrees, programme may be used to describe the components, attributes or schedule within that degree course.

Pro Vice-Chancellor (only one hyphen)

Semester Use instead of term

Single honours degree

Skill set (not skillset or skill-set)

State-of-the-art (Hyphenated when before a noun, no hyphens if used after; e.g. 'The new library is undeniably state of the art.')

Students' Union (note the apostrophe)

Supervisor

T Level (Not hyphenated, use uppercase L)

Three-month programme (But 'a programme of three months')

Three-year degree (But 'a degree of three years')

Transferable Not transferrable

UCAS Tariff

Undergraduate (one word, not hyphenated, lowercase initial)

University Capital 'U' when referring to the Edge Hill University, lowercase when used in reference to university in general, e.g. 'university life'

Vice-Chancellor

Virtual Open Day, Virtual Tour, Virtual Offer Holder Day Capitalised when referring to a specific event.

Webpage

Website

Welcome Week When referring to the event

Welcome Weekend

Wellbeing (not well-being) when referring to support use mental wellbeing.

WhatsApp

Whatuni

Wifi (not Wi-Fi or Wifi. wifi lowercase, no hyphen).

Work-based learning

Worldwide (But 'world-class', 'world-famous')

University academic departments

Use this list to check the correct format for the name of an Edge Hill University faculty or department.

Faculty of Health, Social Care and Medicine

Medical School

School of Allied Health, Social Work and Wellbeing

School of Nursing and Midwifery

Faculty of Education

Department of Early Years Education

Department of Primary and Childhood Education

Department of Secondary and Further Education

Faculty of Arts and Sciences

Department of Biology

Business School

Department of Computer Science

Department of English and Creative Arts

Department of Engineering

Department of History, Geography and Social Sciences

The Language Centre

School of Law, Criminology and Policing

Department of Psychology

Department of Sport and Physical Activity

Building names

The Arts Centre

Alder Hey

Aintree Postgraduate Centre

Business School

BioSciences

Chancellors Court

Chancellors Court (South)

Creative Edge
Clinical Skills and Simulation Centre
Catalyst
During Centre
Founders Court
Forest Court
Faculty of Education Lakeside
Faculty of Education Piazza
Faculty of Health, Social Care and Medicine
Graduates Court
GeoSciences
Law and Psychology
Main Building
Main Halls
Milton House
Palatine Court
Police Training and Simulation Facility
Student Administration Centre
The Sports Centre
Security and Customer Information Centre
St James
Students' Union
Tech Hub
University Hospital Aintree
Wilson Centre
Woodland Court