

## Communications

House style is maintained by the Digital and Design team. If you have a question about something that's not contact [web@brunel.ac.uk](mailto:web@brunel.ac.uk)

### Names and titles

Our working name is **Brunel University London**. Wherever possible, the full title should be used on the first. Brunel alone will suffice in subsequent mentions.

However, if it affects the flow of an intro to a news story, Brunel can be used and the full title used on the second occurrence. For example:

- Music entrepreneur and Brunel alumna Elizabeth Cawein has been nominated for a prestigious award grassroots talent a platform to play on. Elizabeth, who completed her master's degree in Contemporary Brunel University London in 2008, was pitched alongside 400 nominees from 70 universities across the world before being named a finalist in the Education UK Alumni Awards.

### Titles

Works of art/literary works (books, plays, paintings, pieces of music), film titles, exhibition names, TV/radio programmes should be italicised, for example:

- *Panorama, BBC, Dark Aemilia, A Conspiracy of Alchemists.*

Research project titles and names of awards should not be italicised. Instead, use single inverted commas, for example:

- '20 ways to improve your life'.
- 'Vice-Chancellor's travel prize'.
- 'Student-led teaching awards'.

Titles of newspapers/magazines/journals should not be italicised, for example, The Guardian.

Avoid use of bold, underlines, italics or capitals to emphasise words unless stated elsewhere in this document.

Web addresses should be bolded in marketing material, not press releases.

### Capitalisation

Don't capitalise every word in a heading unless using a title or name e.g. Research impact: Solutions to world problems.

When used as the degree title or department name then use capitals, but when used in text such as "suitable for those interested in pursuing a career in engineering" or "suitable for those who have studied sociology or anthropology related social science subject" then lower case is appropriate.

Some commonly used examples where capital letters are required are:

- Visiting Professor
- A-/AS-level
- Joint/Single Honours
- Higher Education.

Some commonly used examples where lower case letters should be used:

- departmental (department is only capitalised when talking about the title of a department in full, for example Department of Clinical Sciences, not the Clinical Sciences department, the department)
- campus
- international
- upper second class degrees
- universities (when it is general and not referring to Brunel University London)
- term e.g. autumn term.

Don't use capital letters in website and email addresses.

## Web

Do not include <http://> in web addresses. Simply use e.g. [www.brunel.ac.uk](http://www.brunel.ac.uk).

If there is a really long URL, simplify it by giving the main homepage and directing from there (if it is easily na example:

- [direct.gov.uk](http://direct.gov.uk) and select Money, tax and benefits.
- not, [direct.gov.uk/en/MoneyTaxAndBenefits/Taxes/BeginnersGuideToTax](http://direct.gov.uk/en/MoneyTaxAndBenefits/Taxes/BeginnersGuideToTax).

Don't insert a colon before a web address, for example:

- For more information visit [www.brunel.ac.uk](http://www.brunel.ac.uk).
- Do not use 'For more information visit: [www.brunel.ac.uk](http://www.brunel.ac.uk).

Don't use capital letters in website and email addresses.

## Fonts, layout and numbers

### Fonts

Our fonts are Gotham, Arial and Monsterrat. More information can be found on the [fonts page](#).

### Layout

Don't justify type.

To signify a new paragraph, use a line break rather than indent the text.

Don't include a double space after a full stop at the beginning of a new sentence, just one space.

Wherever possible, do not split Brunel University London or web/ e-mail addresses across two lines.

### Numbers

Spell out one to nine and use figures for numbers 10 onwards.

Never start a sentence with a figure – spell it out instead.

To indicate values of a thousand, insert a comma: 7,000; 500,000, etc.

When stating the Level (year) of the degree programme, use figures, for example:

- Level 2, Level 3.

Centuries should be written as 20th century, or 20th-century history (no hyphen, apart from when it's 20th-century something).

Do not use apostrophes in dates e.g. 1990s; 60s.

Dates should be written in the format date, month, year, with no commas, and without 'th' or 'st' e.g. 30 Oct not 30th October, 2013.

Don't use the 24-hour clock. Use a full stop in times and no space before pm or am, plus no extra 00, for ex

- 11.45pm; 2pm; 12noon; 10.30am.

Use the word 'per cent' and not the symbol '%' in body text. However, use '%' in charts and infographics.

### **Bullet points**

Use lowercase following each bullet, with a full stop after the last one. Do not use semi-colons (;) after each example:

To apply for this job, you must:

- be computer literate
- have good communication skills.

The only exception is bullets used to break down several points. Use an initial capital letter for each bullet point and finish with a full stop, for example:

Below are some points to bear in mind to protect yourself:

- Look left and right before you cross the road.
- Take care of your money.

## **Abbreviations and acronyms**

### **Abbreviations**

Avoid the use of abbreviations wherever possible, for example:

- Professor not Prof, postgraduate or undergraduate not PG or UG.

When using abbreviations/acronyms, they should be spelt out in full the first time with the abbreviation state. After this, the abbreviation can be used. Do not include the abbreviation in brackets if it is not repeated later for example:

- Professor Zahir Irani joined a ministerial delegation in Kazakhstan to build on Brunel University London's relationship with the Central Asian country's universities. Professor Irani, Dean of the College of Business, Arts and Sciences, accompanied the Minister of State for Trade and Investment, Lord Livingston.

## Acronyms

Insert stop marks between letters or not? Use:

- e.g. not eg
- etc not etc.
- i.e. not ie
- 6am not 6a.m.

## Punctuation

Dr should not include a full stop.

Do not include full stops at the end of captions/headings.

Apostrophes can be used to shorten a word, e.g.:

- do not becomes don't
- could have becomes could've.

Apostrophes also show possession, e.g.

- The dog's tail – the tail belongs to the dog.
- Jade's hair – the hair belongs to Jade.

Usually the apostrophe goes before the 's'. However, if the owner already ends in 's' then the apostrophe goes after.  
e.g.:

- The cats' tail – the tail belongs to some cats.
- The girls' shoes – the shoes belong to some girls.

master's or Master and bachelor's or Bachelor:

- This is lower case when referring to programmes generally, note also the apostrophe, e.g. I have a master's degree. We offer a variety of master's programmes.
- When referring to a specific programme, it is capitalised, e.g. She was awarded a Master of Science in Engineering.

When using a quotation, punctuation should be included inside the double inverted commas.

Quotations should be written as follows:

- Raj Sidhu said: "Employer and alumni-led activities are a key part of Brunel University London's employment strategy."

Use single inverted commas to imply that the text is not your own or what you would have chosen to write.

## Spelling and use of common words

Correct version	Incorrect version
1970s	1970's

A-level	A level, A Level
ageing	aging
award-winning	award winning
and	& (unless it causes confusion)
BSc (Hons), DipHE, PgCert, PgDip , FdSc, FdA, BA (Hons) Top-up, GradCert, GradDip	
Clearing	clearing
Batchelor's	Batchelors
computer-aided	computer aided
coordinator	co-ordinator
cutting-edge	cutting edge
degree programmes	courses
email, e-learning, e-commerce	e-mail, e learning, e commerce
healthcare	health care
inter-departmental	interdepartmental
internationally-recognised	Internationally recognised
Level 1	level one
liaise	liase
login	log in
Master's	masters
million e.g. 6 million	M e.g. 6M
online	on line, or on-line
part-time, full-time	part time or full time
per cent	% (except for charts and infographics)
postgraduate	post graduate
post-registration (post-reg)	Post-Registration or Post registration
pre-registration (pre-reg)	Pre-Registration or Pre registration
pro rata	pro-rata

state-of-the-art	State of the art
undergraduate	under graduate
Use British spellings e.g. ise	Not American spellings e.g. ize
Vice-Chancellor	Vice Chancellor
website	web site or web-site
work-based	work based
workplace	work-place or work place
world-class	world class

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