

King's University College Style Guide

Background

The King's style guide aims to ensure King's communications and branding are consistent and reflects our brand values. A style guide helps maintain and enhance the King's external image.

This style guide does not apply to academia such as student and faculty research, papers, presentations and essays.

The King's style guide is based on The Canadian Press Stylebook, 18th edition and the Canadian Oxford Dictionary. Where the CP Stylebook does not list a preference, format was the deciding factor.

The King's style guide is a living document. Updates will happen as needed. Contact Communications with questions or comments regarding this style guide.

Voice and Tone

King's voice is personable, informative and uses active voice. The King's hallmark is the sense of community.

Abbreviations

- In digital documents and websites, use the full name on first use at every potential point of entry into the content (e.g. on every web page, not just the homepage).
- Do not abbreviate the days of the week.
- When abbreviating King's University College, use King's. Do not use KUC.

- If abbreviating the month. Use three letters followed by a period. Do not abbreviate March, April, May, June, July.
- Do not use periods unless the abbreviation refers to a place or a person.
 - Examples: U.S., P.E.I., C.S. Lewis
- Titles such as Dr., Prof., Lieut. are abbreviated, if they come before names, on first reference. They are written out in descriptive passages.
 - Examples:
Dr. Jill Example.
Prof. Jack Example.
At the front of the classroom, stood Professor John Example.

Acronyms

- Unless they are instantly recognizable (such as CPR), spell out acronyms in full on first use, and indicate the acronym in parentheses.
- Do not use periods in acronyms. (Example: Become a KAMP mentor!)
- Capitalize all the letters in an acronym
- Likewise, do not use all caps for names that are not acronyms such as Aramark.

- In digital documents and websites, spell out acronyms on first use at every potential point of entry into the content (e.g. on every web page, not just the homepage). Use only the acronym on subsequent usage within the same webpage/document.
- Do not use an apostrophe to form the plural of an acronym.
 - Example: URLs, not URL's (no apostrophe required)

Apostrophe

- Use an apostrophe for master's and bachelor's degree, even if used on their own.
 - While studying for his master's, John worked at King's.
- Do not insert an apostrophe in plurals (e.g., PINs, PDFs, FAQs, the 1990s)
- Three years' experience (apostrophe at the end).

Bold & Italics

- Never use italics on the web. Use quotation marks to indicate title of books, papers, presentations etc.
- Use italics in print materials only (and only to indicate titles of books etc.)
- Use boldface (sparingly) to denote emphasis (never italics)
- Do not use underline to denote emphasis. Underlined words can be mistaken for hyperlinks.
- Never use more than one method of emphasis at the same time
 - avoid using bold and underline together

Capitalization

Basic rule: capitalize all proper names and names of departments/agencies/clubs/religions/languages/addresses/places. Otherwise, lowercase is preferred.

- Do not use all caps to denote emphasis. — See Italics and Boldface (Emphasis)
- Lowercase words that are not part of company name.
 - Example: Stinson Security personnel (not Personnel)
- Use initial capital letters for all King's official programs.
 - Foot Patrol, Peer Guide Program

Titles, designations and names

- Capitalize formal titles when next to the name
 - Dean of Students, Jill Example spoke...
- Lowercase titles when standing alone
 - the vice-principal met with first-year students.
- Capitalize common nouns when they are part of a formal name : Olympic Games
- Capitalize principal words in awards, honours, funding awards, and scholarships.
- Lowercase the word "office" **unless** it is part of the proper name
 - Academic Dean's Office

- Designations of sex and marital status (Mr. Mrs. Miss, Ms.) should be omitted in light of gender legislation.

Departments and Buildings

- Capitalize departments and governing bodies in their full and proper forms.
 - Ex. Department of History but lowercase when the reference is informal, the history department, the library.
- Capitalize building names even when short form is used.
 - Examples: Students will meet in front of Wemple.
- Lowercase the word office. Only capitalize if it is part of the proper name. Examples:
 - Academic Dean's Office.
 - Student Financial Services office (lowercase O because not part of the name of the department)
- King's International (not International Office). The proper name is King's International.
- Capitalize program names when used in full only.
 - Examples:
 - King's Peer Guide Program
 - King's peer guides will assist international students.

Location and room numbers

There are two acceptable methods to communicate location.

1. Name of building followed by room number. **Wemple room 112**
 - lowercase the word room.
 - A comma is not needed between the building name and room number
2. Building short form and room number. **W047**
 - Do not put space between letter and numbers (not W 047)
 - Capitalize building designations as follows
 - i. W for Monsignor Wemple Building
 - ii. KC for Darryl J. King Student Life Centre
 - iii. LH for Elizabeth A. "Bessie" Labatt Hall
 - iv. DL for Dante Lenardon Hall
 - v. BH for Broughdale Hall
 - vi. CCL for Cardinal Carter Library

Faculty

- Lowercase when referring to the group of people collectively known as faculty.
 - Example: Subject-specific counselling is also offered by the department chairs and faculty during their office hours

Colon

- Use a colon before a URL or email address.
- Use a colon before a list only if the introduction is a full sentence. See Lists.
- Capitalize the first word after a colon in a sentence.
 - Note: Cleaning, maintenance, and residence staff enter rooms on a regular

Comma

- King's do not use a comma between the last two items of a list, unless there is potential for confusion.

Hyperlinks and URLs

Always make hyperlinks meaningful text that can be read out of context and be understood. Do not use "click here" "learn more" or "website" as hyperlinked words.

Correct: [Find more information about residence.](#)

Incorrect: For more information about residence [click here.](#)

Do not hyperlink the period at the end of the sentence.

Do not include the end slash in URLs

www.kings.uwo.ca/academics/business-mos

Do not include http:// if the website has www. (Only use one or the other)

Hyphen

- Hyphenate compound modifiers preceding a noun
 - the third-period goal
- Use a hyphen to avoid doubling a vowel, tripling a consonant or duplicating a prefix: Co-operate, re-emerge, re-redesign but readjust, reaffirm, reopen.
- Use a hyphen with fractions two-thirds, three-quarters.
- Do not use a hyphen in ranges (time, dates etc. Use an en-dash.)

Lists

- Alphabetize lists wherever possible
- Ensure that the list items are alike in format and structure (e.g., all list items are just words, or all list items begin with an active verb)
- Lists should be introduced by a colon only if the introduction is a full sentence.
 - Correct — You can take any of the following courses:
 - Incorrect— To be guaranteed a spot in residence you must:
In this case you can either remove the colon or reword. To be guaranteed a spot in residence you must complete these steps:
- List items may be capitalized or not, and may be punctuated or not. Just be consistent in your document.

Mailing Address Format

- In general, follow the Canada Post guidelines for Canadian addresses
- Do not use periods in provinces
- Use ON for Ontario not Ont.
- City, province and postal code go on the same line

- Insert 2 spaces between province and postal code and no comma after the city name
 - E.g.,
King's University College
266 Epworth Avenue
London ON N6A 2M3
Canada

Mailing Address

First line: The addressee

Second line: Civic address

Last line: Municipality name, Province or Territory and Postal Code

Example:

John Jones
123 Main St E
Montreal QC H3Z 2Y7

Include two spaces between province and Postal Code.

Money

- Do not use decimal points.
 - Tickets are \$10 at the door
- When using the dollar sign, do not repeat the word dollars and vice versa
 - \$450 million (omit the word dollars)
- Use CAN when referring to the Canadian Dollar when the document may be viewed by an international audience (e.g., \$100 CAN)

Numbers, Dates and Times

- Write out numbers zero to nine, 10 and up as numerals.
- Use an en-dash, not a hyphen, between ranges. There is no space around the dash.
 - 10 a.m.–5:15 p.m. 12–15 hours a week, chapters 97–99.

Dates

- Do not write “th” “nd”, “rd” on dates.
 - September 16, 2017 not September 16th or 16th
 - Acceptable uses:
 - 21st century
 - 17th edition
 - 20th anniversary
- Write out full name of day and month except if space does not permit.
 - Abbreviate only Jan. Feb. Aug. Sept. Oct. Nov. Dec. and only when used with a specific date
 - Days of week are abbreviated only in charts and without periods

- Spell out decades (1990s) or write the numerals in full (1990s) with no apostrophe.
- To indicate a date range, use one of the following formats:
 - **From** this date **to** this date (from 2001 to 2017) or,
 - Use an en-dash not a hyphen (1990–1997)
 - **Between** this date **and** that date (between 2005 and 2016)

Time

- Only includes minutes when necessary
 - 4 p.m. but 4:15 p.m. (not 4:00 p.m.)
- Always place one space after the number
- Use a.m. and p.m. (lowercase and with periods)
- If there is a range of time use an en-dash (not a hyphen) in this format 7 p.m.–10:30 p.m. (no space around en-dash)
 - using the word “to” is also acceptable. 10 a.m. to 2 p.m.
- Use noon and midnight. Not 12 p.m. or 12 a.m. and never 12 noon a.m./p.m. When minutes are involved use a.m. and p.m. (12:30 p.m.)
- Always use a.m. and p.m. next to both numbers in a range

Periods

- Do not place periods in acronyms
 - KAMP
 - RID

Use one space after a period.

Phone numbers and extensions

Phone: 519-433-3491 ext. 4363.

Do not use a comma after ext. Do not use X to denote extension.

Use a hyphen in toll-free numbers. 1-800-222-2222

P. preceding the phone number is acceptable on print materials.

Phone: or Toll free: should be used on the web.

PhD

King’s uses Dr. for non-medical doctors to designate PhD.

The new course will be taught by Dr. Jill Example.

Professor

Use Prof. in front of name in the same way that Dr. is used. Spell out professor when word does not precede a name.

Prof. Jack Example
He is a Psychology professor.

Signature

Experts recommend keeping the external email signature as simple as possible. Signatures should be 4 lines of text plus the appropriate logo.

Text should be Arial, 11 point, black. You may include information such as

- Name
- Degree(s) and/or professional designation (optional)
- Faculty, department or administrative unit
- King's University College (adding at Western University is optional)
- Phone number (Use the format 519-433-4567 ext. #####. You can include a +1 in front of the number for international audiences.)
- A cell phone or fax number if necessary. (Use the format 000-000-0000)
- Website and relevant social media accounts (optional; list without the "https://" prefix)
- Use the email-optimized King's logo – contact Communications for the logo.

The official university logo should appear under the email signature.

Example 1:

Joe Example
Human Resources Manager
King's University College
519-433-3491 ext. 1234



Example 2:

Jill Example, Job Title
King's University College
266 Epworth Avenue London, Ontario, Canada N6A 2M3
P. 519-433-3491 ext. 0000 | P. 1-800-265-4406 | F. 519-433-2738
@KUC.international



What to avoid in your signature:

- Your email address. (If your audience receives your email, they have your email address already.)
- Inspirational quotes. Some users may be offended, and the quote selected may not support the King's brand.
- Links to personal social media accounts.
- Disclaimers, sustainability statements or anti-phishing statements, unless they are required.
- Bold, italics, different colours or sizes of fonts. (King's green is acceptable, used sparingly)
- Graphics, other than the King's email-optimized logo. Many people use text-only email systems and won't be able to see them. Images may not display properly in other email programs, and a distorted image harms the King's brand. Often, images are treated as attachments and can clog a user's inbox or cause email to be filtered as spam.

Email communications for any logo requirements

Video style guide

The objective is to build strong brand recognition across all of our platforms and distribution channels.

Our brand identity supports the University's strategic intent "A Place to Be, A Place to Become." All King's Communication material aims to

- attract future students
- show the student experience at King's
- provide information to current students about events
- tell the King's story

Content

- Each videos must have a clear purpose and target audience. All videos must adhere to the King's strategic plan.
- Videos should be fast paced
- Include a call to action at the end of the video (or at least a URL)

Format

Videos must be submitted to Communications to be placed on the official King's YouTube channel

Include a descriptive title and description of the video (such as event name, location and department).

Follow the King's style guide for font, logo and colour guidelines

The first frame of every King's video must identify that the video is owned and promoted by King's. This is called the front card. Use the King's logo and colours.

The last image in every King's video (called the end card) identifies the video as a King's promoted asset. The end card can also display key messaging relevant to that specific video such are URLs and social media handles.

Music use

All music used in King's videos must be purchased; music without permission is an infringement of copyright.

Release form

Ensure that participants that appear in the video have signed the release form.

Writing for the web- General Guidelines

Bold for emphasis

Bold words grab the attention of the reader. Avoid bolding entire paragraphs; use bold as a focal point to highlight important words.

Use plain language

The King's preference is for text to be written in plain language. That is, written in a clear, direct way that allows the reader to understand the document on the first reading. This allows for ease of reading on mobile devices.

Tips for writing in plain language

Use common words

It's best to use words that users will likely search in a search engine. Even though you are writing for a Canadian university site, you want everyone to understand (including ESL students, and people outside of Canada). Remember, the King's voice is active, personable and succinct.

Be concise

Cut out unnecessary words

Organize the text

Follow the inverse pyramid method: present the main message first and the details after. Readers rarely read word-for-word on the web; instead, they scan for relevant keywords to get to the content they want.

Use short, active sentences

Limit each sentence to one idea.

Use active voice

Convey information positively (e.g., "book your appointment only" rather than "appointments cannot be booked in-person")

Use lists

Lists are easy to scan and present information clearly. Lists draw readers' eyes which makes them more likely to remain on the page instead of moving on.

Review your content

A comprehensive, accessible website strengthens King's brand. The Communications Content Creator can review your text and make recommendations to utilize best web and print practices and ensure that your document follows the King's style guide.

Word List

- Aramark (not ARAMARK)
- Café (with accent)
- Fairtrade (one word, no hyphen)
- Honors (no u in CP style)
- voicemail (not voice mail)
- first aid (but first-aid kit)
- staff (lowercase s)
- Orientation Week (O-Week)
- extracurricular (no hyphen)
- part-time
- full-time
- email (not e-mail)
- master's degree
 - Always has an apostrophe even without the word degree.
- username (one word)
- co-curricular but extracurricular
- official academic record (not capitalized)
- post-doctoral (use the hyphen)