

Editorial guidelines

In attempting to communicate our message it is important that both form and content are consistent. **What** we say is informed by our Strategic Plan and other policy documents; these guidelines structure **how** we say it.

1.1. Our name

As often as possible you should refer to us as simply 'KCLSU'.

KCLSU

If writing for an audience that may not know what KCLSU is, the form should then be 'KCLSU (King's College London Students' Union)'.

KCLSU (KING'S COLLEGE LONDON STUDENTS' UNION)

Never refer to us as 'the' KCLSU. We are an organisation in its own right, not 'just another students' union'.



1.2. The College's name

Always

King's College London

and

King's College London School of...

1.3. Abbreviations

i.e. = 'that is', for example 'I am not happy about the draft, ie it needs some work'

e.g. = 'for example'

etc. = 'and the rest, and so forth, and so on'

Ext:

Tel:

Email:

1.4. Bulleted lists

A simple bulleted list of items should not use initial capitals or punctuation, and should follow this format.

Before you come to my house could you please buy the following things:

- | | |
|--|--|
| <ul style="list-style-type: none">• cheese• milk• bread• potatoes | <ol style="list-style-type: none">1. cheese2. milk3. bread4. potatoes |
|--|--|

A list of commands, requirements or similar should use initial capitals and punctuation, and follow this format.

Before you come to my house there are a few things I would like you to do for me.

- | | |
|---|---|
| <ul style="list-style-type: none">• Buy some cheese.• Steal some milk.• Bake some bread.• Mash the potatoes. | <ol style="list-style-type: none">1. Buy some cheese.2. Steal some milk.3. Bake some bread.4. Mash the potatoes. |
|---|---|

A list that is part of a sentence should use this punctuation and follow this format.

Before you come to my house, could you please

- | | |
|---|---|
| <ul style="list-style-type: none">• buy some cheese;• steal some milk;• bake some bread; and• mash the potatoes. | <ol style="list-style-type: none">1. buy some cheese;2. steal some milk;3. bake some bread; and4. mash the potatoes. |
|---|---|

1.5. Common words & phrases

It is a full-time course.
The course can be studied full time or part time.

postgraduate
undergraduate

Use -isation rather than -ization.

A Level

Mr/Dr/Ms etc (no punctuation)

no one
any one

practice (noun), for example 'I am going to music practice'
practise (verb), for example, 'I am going to practise playing the guitar'

Professor, not Prof.
Capital P is used for the title Professor. Otherwise use lower case, for example 'she is a university professor'.

Pro-Vice-Chancellor
Vice-Chancellor
Principal

email
online
webpage
website

co-ordinate
co-operation

thank you

their = 'that which belongs to someone', for example 'that's their jumper'
there = 'in that place', for example 'the jumper is over there'
they're = 'they are', for example 'they're wearing a jumper'

its = 'belonging to it', for example 'its jumper is red'
it's = 'it is', for example 'it is a red jumper'

sic = placed in brackets when quoting to draw attention to the fact that there is a mistake in the original, for example "'I was unable to answer the telephone [sic] because I was naked" he said'.

1.6. Dates & Times

Day: 14 December 2005

Span of years: 2005-7

4pm or 1600

4.15pm or 1615

1.7. Letters

Letters should take the form below, following the KCLSU header (see branding guidelines). The only part of a letter that should contain punctuation is the main body, not the address.

<p>14 December 2005</p> <p>Ms Person Address 1 Address 2 Town City Postcode</p> <p>Re: <i>(if necessary, the subject of the correspondence)</i></p> <p>Dear Ms Person</p> <p><i>Content</i> <i>Content</i> <i>Content</i></p> <p>Yours sincerely</p> <p><i>Six line space for a signature</i></p> <p>Firstname Lastname Position</p> <p>Encs <i>(if necessary, indicates enclosed documents other than the letter itself)</i></p>	<p>Do not tab in on first lines. Leave a single line break between paragraphs. Only one space after a full stop.</p>
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1.8. Lists

In a simple list, separate each item with a comma, but do not put a comma before 'and', for example 'sentences contain nouns, adjectives and verbs'.

In lists that include sets of items, putting a comma before 'and' may help to clarify the meaning, for example 'the Faculty is home to the School of Applied Social and Community Studies, Nursing and Primary Care Practice, and the Centre for Public Health'.

1.9. Money

1p
£1
£10
£100
£1,000
£100,000
£1 million
£1 billion

1.10. Numbers

Numbers one to ten should be written in full.
For numbers beyond ten, use numerals.

Use commas to separate groups of thousands, for example 880,010.

Use % rather than 'per cent'.

1.11. Punctuation

When used properly punctuation can add a lot to your text, but when used incorrectly can do just as much damage.

The use of punctuation is not a science, and there are people who dedicate their entire 'lives' to debating the topic. What follows here is therefore not exhaustive but should be used as an indicator for any case that is not specified.

1.11.1. Do not use unnecessary punctuation, ensure it adds to the impact of the text.

1.11.2. Do not repeat punctuation.

1.11.3. Do not include full stops in titles.

1.11.4. When separating items with / do not put spaces before or after, eg clubs/societies.

1.11.5. Use '&' in job or role descriptions, for example Vice President Participation & Development.

1.11.6. Do not use '&' in a sentence, for example 'The dog & the cat were very good friends'.

1.12. Upper & lower cases

1.12.1. Do not CAPITALISE entire words.

1.12.2. Only use an initial capital when the word is being employed as a proper noun, for example 'the University' and 'a university', 'the Government' and 'a government', 'the College' and 'a college'.

1.13. Words to avoid

Get/got/give

The English language has at its disposal hundreds of thousands of words. If we are to be treated as a mature organisation we need to demonstrate this in everything we do, including the way we write. These words can be replaced by a myriad of alternatives, please use them.

"I received an award" as opposed to "I was given an award".

"It is imperative that we secure increased funding" as opposed to "It is imperative that we get more funding".

"It was a year ago that we were awarded increased funding" as opposed to "It was a year ago that we got increased funding".

Even the Microsoft Word thesaurus offers 29 alternatives to 'get'!