

# Style Guide

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**The Duke of Edinburgh's International Award Foundation**

February 2015  
Version: 9



## Version control

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Version	Date	Author	Notes
7	May 2012	Becky Hirt	Editor
8	September 2013	Katy Robinson and Becky Hirt	Editors
9	February 2015	Becky Hirt	For a list of changes since the last edition, see below

### List of major changes

Below is a list of changes that we have made in this edition of the *Style Guide*.

- Information about new key messages (page 6).
- New standard text for describing the Award and the Foundation (page 6).
- Changes to the best practice tips for writing online (page 9).
- More details on our dating and coding system for publications (page 12).
- Information about new translation guidelines (page 13).
- Talking about the Award as a framework, not a programme (page 16).
- Clearer information on naming conventions around National Award Operators (page 16).
- Referring to young people (page 17).
- Using the term 'non-formal education' (page 17).
- Updated email signatures (page 19).
- Using italics for publication names (page 24).
- Changes to observance days (page 25).

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## About this guide

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We have produced this style guide to ensure that all communications by The Duke of Edinburgh's International Award Foundation (the Foundation) are consistent, suitable and engaging across our diverse audiences.

This guide should be used by anyone who produces content for, or on behalf of, the Foundation. Award Operators should use it to create their own house style for communications about the Award where they are. If you adopt these conventions – where appropriate – it will contribute to, and improve, the consistency of all Award communications. It will also create a clear impression of The Duke of Edinburgh's International Award (the Award) as a global brand.

In putting this guide together we have referred to our *Brand Guidelines*<sup>1</sup>, our *Glossary of Terms*<sup>2</sup>, industry best practice, journalistic sources and peer organisations.

This guide will be reviewed annually.

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<sup>1</sup> Available to download from <http://www.intaward.org/communications-best-practice-guides>.

<sup>2</sup> Available to download from <http://www.intaward.org/resource/glossary-terms>.

## Tone

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The Foundation serves a diverse group of stakeholders, from a range of backgrounds and cultures, and with different needs. Our audience includes many people for whom English is not a first language.

By ensuring that our tone of voice is accessible we can engage with more people across the global Award community. We aim to adopt a tone of voice and style which is inspirational, inclusive, internationally minded and contemporary.

Our tone of voice is led by the values of the Award:

- empowering
- connected
- diverse
- progressive.

You can find more information about these values in our *Brand Guidelines*.

## We and our

The tone of the Foundation is informal to increase readability and to support the values of the Award. Therefore, 'we' and 'our' should be used to refer to the Foundation and its activities. This helps to create a conversational tone which treats our audiences as equals, and as partners in our work.

We want to avoid making assumptions about what a typical stakeholder is like, otherwise we might exclude certain sections of the world or communities. A quirky or sarcastic style, for example, might appeal to some people but could alienate or offend others. Also, Award jargon may be familiar to some, but could leave other readers confused or bored. The language we use should convey our message in a clear and non-academic way.

## Writing style

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Even when communicating complex issues, try to use basic English and to write simple sentences. When writing for external audiences, we should assume that the reader doesn't know anything about the Award, The Duke of Edinburgh's International Award Association (the Association) or the Foundation.

This will make our content as accessible as possible, ensuring that our audience reads and understands key information whilst scanning the page, rather than reading all the words in depth. Aim to write simple, straightforward and readable text that conveys information clearly and is engaging and authoritative.

## Key messages

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It is important that the key messages you wish to communicate are conveyed in the first 100 words, whether you are producing content for offline or online channels. This becomes especially important for the internet, because most people scan pages, they do not read every word.

Key messages usually describe what an organisation/product/service delivers and the difference this makes. These messages are not always used within advertising, publications or websites word-for-word but provide a useful guide for expressing who you are and what you do.

In February 2015, the Foundation developed a new set of key messages for the following audience groups:

**Generic:** Foundation, Award

**Influencers:** Parents, government

**Supporters:** Employers, individual donors, policy makers

**Users:** Young people (three different groups), alumni, schools/International Award Centres, universities, National Award Operators, delivery partners, volunteers, employers

Please see overleaf for examples of standard paragraphs of text incorporating the key messages. To find out more about these key messages, please contact the Foundation's communications team.

## How to talk about the Award

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It is really important that we are consistent in the way we describe the Award and the Foundation. To help us do this we have created some standard paragraphs of text incorporating the new key messages which should be used by Foundation staff. These can also be used by Award Operators and anyone else who is writing about the Award.

This standard text should be used anywhere we are describing the Award and the Foundation, including:

- role profiles
- event literature
- presentations
- speeches
- press releases.

Please use the text below rather than creating something new. That way you can be confident that your communication is consistent with our key messages.

## Describing the **Award**...

### **...in one sentence:**

The Duke of Edinburgh's International Award equips young people for life and work.

### **...in one paragraph (42 words):**

The Duke of Edinburgh's International Award equips young people for life and work. It is the world's leading achievement award. In 2013 more than one million young people around the world took part in the Award, in over 140 countries and territories.

### **...in two paragraphs (112 words):**

The Duke of Edinburgh's International Award equips young people for life and work. It is the world's leading achievement award. In 2013 more than one million young people around the world took part in the Award, in over 140 countries and territories.

Since the Award's launch nearly 60 years ago, it has inspired more than eight million young people to transform their lives. By creating opportunities for young people to develop skills, get physically active, give service and experience adventure, the Award can play a critical role in their development outside the classroom. It also allows their achievement to be consistently recognised worldwide, giving young people unique international accreditation of their experiences.

### **...in three paragraphs (170 words):**

The Duke of Edinburgh's International Award equips young people for life and work. It is the world's leading achievement award. In 2013 more than one million young people around the world took part in the Award, in over 140 countries and territories.

Since the Award's launch nearly 60 years ago, it has inspired more than eight million young people to transform their lives. By creating opportunities for young people to develop skills, get physically active, give service and experience adventure, the Award can play a critical role in their development outside the classroom. It also allows their achievement to be consistently recognised worldwide, giving young people unique international accreditation of their experiences.

The Duke of Edinburgh's International Award is transforming individuals, communities and societies around the world. Young people who do the Award become more confident and resilient, and develop skills in areas such as communication, problem solving and leadership. This in turn impacts on their communities, who see improvements in areas including employability, health and well-being, and educational attainment.

## Describing the **Foundation**...

### **...in one sentence:**

The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can undertake the world's leading youth achievement award.

### **...in one paragraph (71 words):**

The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can undertake the world's leading youth achievement award. Working through our network of Award Operators in more than 140 countries and territories, we are creating new ways and places for young people to do the Award, using innovative online tools. We lead the Award's entry into new countries, ensuring consistency around the world.

### **...in two paragraphs (107 words):**

The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can undertake the world's leading youth achievement award. Working through our network of Award Operators in more than 140 countries and territories, we are creating new ways and places for young people to do the Award, using innovative online tools. We lead the Award's entry into new countries, ensuring consistency around the world.

We work to increase global awareness of the value of non-formal education. This in turn creates demand for the Award, which is one way that young people's development outside the classroom can be recognised consistently worldwide.

### **...in three paragraphs (145 words):**

The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can undertake the world's leading youth achievement award. Working through our network of Award Operators in more than 140 countries and territories, we are creating new ways and places for young people to do the Award, using innovative online tools. We lead the Award's entry into new countries, ensuring consistency around the world.

We work to increase global awareness of the value of non-formal education. This in turn creates demand for the Award, which is one way that young people's development outside the classroom can be recognised consistently worldwide.

We are a registered charity and rely on the support of individuals, companies, trusts and foundations. They work with us to create empowered and forward thinking young people, who can make the most of a world of opportunity.

## Layout

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### Sub-headers and paragraphs

Using sub-headings is critical. This will make it easier to read or scan a page, especially if the content is more than 300 words. White space, sub-titles and images are all essential when creating content, especially online. Sub-headings can even be used in emails and letters to make them easier to read.

### Justification

Always use left justified text rather than text justified on both sides. This is much easier to read, especially for people who have conditions such as dyslexia.

### Sentence spacing

We use a single space between sentences, in keeping with modern convention.

### Line and paragraph breaks

Try to avoid starting a new section or paragraph on the last line of a page, where that will involve leaving a title on its own or leaving a single line of copy on the following page. This will help the reader to scan the content more easily.

## Best practice tips for online

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There is much debate on how long web pages should be and the rule of thumb used to be to make your writing short and concise. Recent evidence now suggests that longer is better. Google, and other search engines, seem to prefer lengthier pieces of text, as do users. That said, we do not recommend you are excessive when writing for the web. Instead, use your judgement on how long the piece needs to be and whether or not you have got your key messages across, remembering that your main points should ideally come within the first 100 words.

In lengthier pieces of writing we recommend that you insert a new sub-heading every 100-200 words or so, to help the user scan the text. Avoid using long words where short ones will do. The purpose of our writing is to provide people with information, so make it easy for them and avoid specialist vocabulary.

Remember to bear in mind who you're writing your web copy for. Are you providing them with the information they need or that would be of extra benefit to them? Are you allowing them to complete the tasks they want to achieve? If there is any content on your page that might make someone say, 'so what?' it should be removed.

Adding links to your pages will also add great value to the user experience as well as help to improve our website's search rankings. Google ranks pages with lots of links to related content higher than those with fewer links or none at all, so make sure you include plenty of relevant links.

All useful web content drives an action and so should end with a 'call to action' such as a link, a phone number, a form, etc. After reading a good piece of web content the reader should either know something they didn't know before, or be able to do something they couldn't do before.

## English

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The Foundation uses UK English conventions for all of its English publications and online materials. This includes using 's' rather than 'z' in words such as modernise and specialisation. For example:

Yes	No
organisation	organization
careers advisor	careers adviser
per cent	percent
fulfil, fulfilled	fulfill
programme	program
benefited	benefitted

## Fonts

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### Meta

FF Meta is our corporate font and is also the font used in our logo. FF Meta should be used where possible, for example when publications and materials are designed professionally. Typefaces used are:

- FF Meta OT Normal
- FF Meta OT Bold
- Meta Plus Normal Caps (for numbers).

FF Meta is not a standard font but can be purchased at [www.fontshop.com/fontlist/families/ff\\_meta/](http://www.fontshop.com/fontlist/families/ff_meta/).

## Calibri

Calibri is our secondary font. It is internationally recognised and free, and can be used across all materials if you don't have access to Meta. Calibri is our font for publications and materials that are not designed professionally, for example those created and edited on your own computer. Calibri is a web-safe font and can be used across various digital platforms and applications.

## Size

Relative font size is more important than absolute size when formatting copy online, though we will not use a font that is smaller than 10 points for main body text. When creating documents we recommend:

Item	Size
Title – Heading 1	16 point
Subtitle – Heading 2	14 point
Body text – Normal	11 point
Header and footer	9 point

## Editorial policy

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### Approval process

Materials you produce for or on behalf of the Foundation or Association will need to be approved editorially by the Foundation's communications team. The communications team may edit material so that it conforms to these style guidelines. We may also edit copy so that it conforms to the target word count for specific publications. Please contact [info@intaward.org](mailto:info@intaward.org) for further information or if you have materials for approval.

### Audience

Publications, policies and reports should explain at the beginning who they are for – in other words, who is the intended audience.

### Crediting authors, editors and suppliers

The Foundation is responsible for protecting the integrity, principles and intellectual property of the Award on behalf of the Association's members. We will credit work produced for or on behalf of the Foundation in the following way.

For major external publications writers and editors who are paid staff of the Foundation can be credited by name, except where they are too numerous to do so. Other key contributors can be recognised through an 'acknowledgements' section. This is to ensure that the Foundation remains the copyright holder for any material produced by us or on our behalf.

Suppliers will not normally be credited unless by prior agreement, to recognise a donation or gift in kind support for the published work.

## Copyright notice

Every piece of work which we publish for distribution outside the Foundation office, including presentations, should carry a copyright symbol and the year (or year and month) of publication, as follows:

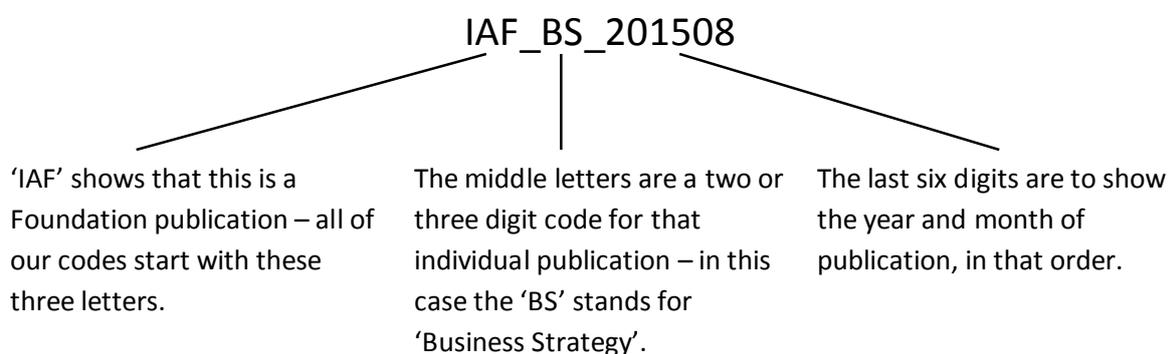
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## Date and coding

Every piece of work should carry the creation or published date. Publications need to be logged by the Foundation's communications team and licensing manager for copyright purposes<sup>3</sup>. Policy documents and other non-designed publications should contain a version number (as this *Style Guide* does). Designed publications should carry a code which includes the date and type of publication for version control and copyright.

We follow this format:



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<sup>3</sup> Please email Becky Hirt, Communications Project Manager ([becky.hirt@intaward.org](mailto:becky.hirt@intaward.org)) and Nasri Adam, Licensing Manager ([nasri.adam@intaward.org](mailto:nasri.adam@intaward.org)).

## Translation guidelines

In 2015 we produced new guidelines to be used for requests to translate selected communication materials<sup>4</sup> produced by the Foundation. These guidelines will be circulated to the regional offices in March 2015 and issued to NAOs on request.

## Style guide A-Z

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### Abbreviations and acronyms

We use titles in full in the first instance, and the abbreviation can be given in brackets where necessary, for example: The Duke of Edinburgh's International Award Association (the Association). The abbreviation can be used from then on if appropriate for that audience.

When naming the Award it should be 'The Duke of Edinburgh's International Award' in the first instance, after which it can be abbreviated to 'the Award'. 'The Award programme' is used when describing a participant's individual Award activities, but should not be used as an abbreviated name for the Award.

Here are some common titles that may be abbreviated.

Full	Abbreviation
The Duke of Edinburgh's International Award	the Award
The Duke of Edinburgh's International Award Foundation	the Foundation
The Duke of Edinburgh's International Award Association	the Association
National Award Operator	NAO
Independent Award Centre	IAC
The Duke of Edinburgh's International Award Forum	the Forum

When we produce content for external audiences we limit the use of all but essential acronyms and jargon, as the audience will not necessarily understand or like these. As an example, in most contexts, external audiences don't need to know that we distinguish between National Award Operators (NAOs) and Independent Award Centres (IACs). To an external audience, we would refer to them simply as Award Operators.

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<sup>4</sup> These include the *Handbook for Award Leaders*, *Record Book*, 'About the Award' leaflet, *Section Notes* and *Brand Guidelines*.

We don't use full stops in abbreviations, or spaces between initials.

Correct	Incorrect
UK	U.K.
eg	e.g.
No 10	No. 10

Distance, speed, number and weight should not be abbreviated.

Correct	Incorrect
£1 million	£1m
10,000 metres	10k
10 kilometres	10k.m.

An exception is that you can use % rather than per cent when writing copy for online and offline.

In keeping with our informal tone, we encourage abbreviations such as 'don't', 'aren't', 'hasn't' and 'can't' as opposed to their long hand counterparts.

## Addresses

UK addresses should be presented as follows in block form:

The Duke of Edinburgh's International Award Foundation  
Award House  
7–11 St Matthew Street  
London  
SW1P 2JT  
United Kingdom

However, you should ensure that you follow national conventions when displaying addresses from other countries. For example, in some countries the postal code immediately precedes the city.

We don't abbreviate country names or words such as 'road' or 'street'. Neither do we use commas at the ends of lines, except when displaying an address on a single line of text within a document.

## Ampersand

We avoid using ampersands (&) in copy, unless in a title (such as for a company name, for example: Marks & Spencer, P&O).

## Apostrophes

Here are some examples to explain common areas of confusion when using apostrophes. This is not an exhaustive list, so if you aren't sure, speak to the Foundation's communications team:

- It's and its - it's means 'it is' and does not refer to possession. For example, 'the Foundation has launched its Christmas fundraising appeal' NOT 'the Foundation has launched it's Christmas fundraising appeal'.
- Who's and whose – the former means 'who is' and the latter is the possessive of 'whom'.
- Five weeks' holiday.
- One week's notice.
- One to two years' experience (in this and the two examples above, the apostrophe replaces the word 'of').

There is no apostrophe in:

- NAOs
- IACs.

## Capital letters and common terms

Part of any house style includes outlining which words should be capitalised, and which shouldn't, as well as how to use common terminology. Below are some common terms that we use. We capitalise terms which are part of the official terminology of the Award and its delivery. Those words which aren't capitalised do not form part of our official terminology. For guidance on which terms to use when in relation to the name of the Award, please refer to our *Brand Guidelines*. For a more comprehensive list of terms, please refer to our *Glossary of Terms*.

### *Overall names*

- The Duke of Edinburgh's International Award for Young People (after first usage can be abbreviated to 'the Award').
- The Duke of Edinburgh's International Award (after first usage can be abbreviated to 'the Award').
- The International Award for Young People (after first usage can be abbreviated to 'the Award').

- The Duke of Edinburgh's International Award Association (after first usage can be abbreviated to 'the Association').
- The Duke of Edinburgh's International Award Foundation (after first usage can be abbreviated to 'the Foundation').

## *The Award*

After using 'The Duke of Edinburgh's International Award' in the first instance we refer to 'the Award'. We use 'Award programme' only when referring to an individual participant's activities. When we talk about the Award as a non-formal educational tool, we refer to it as a 'framework'.

We also refer to:

- Bronze, Silver or Gold Award
- Service, Skills, Physical Recreation or Adventurous Journey section
- Residential Project
- a section of the Award
- a level of the Award.

## *Our regions*

We use a lower case 'r' when referring to our Asia Pacific, Africa and Europe, Mediterranean and Arab States (EMAS) regions. We also use lower case when referring to the Americas, Asia Pacific, Africa and EMAS regional offices, newsletters and staff.

## *Our Award Operators*

National Award Operator and Independent Award Centre are always capitalised.

When we refer to the Award in a particular country where there is a National Award Operator, we follow these conventions<sup>5</sup>. If the country has adopted the **monolithic** approach to branding (this applies in most cases), we simply refer to 'The Duke of Edinburgh's International Award [country name]' in the first instance, then 'the Award in [insert country name]'. If the country has adopted the **endorsement** approach to our brand then we say 'the Award in [country name] (where it is known as [Award Operator name])' in the first instance, then 'the Award in [country name]'. For example:

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<sup>5</sup> For more information about monolithic/endorsement approaches please see our *Brand Guidelines*.

- The Duke of Edinburgh's International Award Romania has been awarded 'The Best Youth Programme in Romania'. The Award in Romania was launched three years ago.
- The Award in South Africa (where it is known as The President's Award for Youth Empowerment) is celebrating its 25th anniversary with a series of exciting events. Since its launch, the Award in South Africa has reached...

## *Young people*

We use the terms 'young people' and 'youth' to refer to 14-24 year olds. We do not use 'youths', which in some countries is used to refer only to young males.

We refer to 'marginalised' and 'at risk' young people, rather than using terms such as 'disadvantaged' or 'deprived'. This is because we want to use language which does not make any kind of value judgement about people's circumstances, and which conveys the fact that there are young people in all countries and from all backgrounds in society who are vulnerable.

## *Non-formal education*

We use the term 'non-formal education' to define where the Award sits in the educational sector. This term is commonly understood in most countries and regions around the world. However, there are times when we also use 'learning outside the classroom' because it is better understood by particular audiences.

## *People*

This is how we capitalise some titles and roles:

- His Royal Highness The Duke of Edinburgh KG KT (or HRH The Duke of Edinburgh)
- His Royal Highness The Earl of Wessex KG GCVO (or HRH The Earl of Wessex)
- Award Leader
- Award Assessor
- Award Unit
- Award Group
- an Award holder
- a participant
- an activity coach

- badge
- certificate
- volunteer.

### *Job titles*

Our approach is to use capitals for titles, but lower case for job roles. So, where a job title immediately precedes or follows a name then capitals are used, but where the job title is merely used to describe a role they are not. Another way to interpret this is that when job roles are preceded by 'a' or 'the' they shouldn't generally have capitals, but where they aren't, they should. The only exception to this rule is when a job title is being used to deputise for a person's name.

To expand on these examples:

- Chair of Trustees, Pauline Bloggs
- Bob Harris, Chief Executive
- The Prime Minister will be visiting Loughborough today
- The executive directors will be carrying out a review in the next two days
- We are recruiting a web designer
- The role of a trustee includes being accountable for financial and brand management.

When referring specifically to the Trustees of the Foundation, we will use a capital 'T', but in all other instances, 'trustee' will be lower case.

### Countries and territories

As a UK registered charity, we follow the guidance of the UK government's Foreign and Commonwealth Office for recognising and naming countries and territories. The latest version of this guidance is available at

**<http://www.fco.gov.uk/en/publications-and-documents/publications1/geographical-names>**.

## Dates and time

Correct	Incorrect
1 January 2012	1st January 2012
	1st January 12
	01/01/12

When writing dates, the 1990s has no apostrophe before the 's'. It can be written as 'the nineties', though. Use the 24-hour clock, for example 01:00, 14:30 or 22:30. We use GMT (Greenwich Mean Time) as a reference point when indicating times internationally. For example, 'Today's meeting will be held at 10:00 GMT.' We may also refer to 'local time'.

## Diversity

'Diverse' is one of the Award's values and we strive to use an 'inclusive' tone of voice. In addition, as a UK registered charity, we work within the Equality Act 2010. Always use language which respects individual differences and promotes equality.

When unclear on the appropriate terminology to use in relation to an individual or a group, it is often best to ask them (for example, whether someone wishes to be described as 'blind' or 'visually impaired').

### *Gender-biased language*

As an organisation which promotes gender equality, it is important that we do not use gender-biased language. In particular, terms such as 'chairman' should be avoided as they imply that a woman cannot occupy that position. Use 'chair' or 'chairperson' instead.

## Email signatures

Email signatures should be consistent across the Foundation and contain the most important contact details, as well as a brief description of what we as an organisation do. The following email signature will be used by all staff of the Foundation - there is a version for London based staff and another version for non-London based staff.

The relevant signature should be used with the same fonts, sizes and hyperlinks as below – only the areas **highlighted** should be amended. From time to time the Foundation's communications team may advise the use of a temporary email signature to promote a UN Observance Day (please see page 25).

## London based staff

**Becky Hirt** | Communications Project Manager | The Duke of Edinburgh's International Award Foundation  
T +44(0)20 7222 4242 | Skype becky.hirt | [becky.hirt@intaward.org](mailto:becky.hirt@intaward.org) | [www.intaward.org](http://www.intaward.org)

The [Duke of Edinburgh's International Award](http://www.intaward.org) is the world's leading youth achievement award, equipping young people for life and work. In 2013 more than one million young people took part in the Award in over 140 countries and territories. The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can take part.

Join the conversation: [Facebook](#) | [Twitter](#) | [YouTube](#) | [LinkedIn](#)



### The Duke of Edinburgh's International Award Foundation

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T +44 (0)20 7222 4242 | F +44 (0)20 7222 4141 | [info@intaward.org](mailto:info@intaward.org) | [www.intaward.org](http://www.intaward.org)

Regional offices in Africa (Nairobi, Kenya), Americas (Kingston, Jamaica), Asia Pacific (Sydney, Australia) and Europe, Mediterranean and Arab States (London, United Kingdom). Registered charity in England and Wales number 1072453. Company limited by guarantee number 3666389. Registered office as above.

This email is intended only for the person to whom it is addressed. If an addressing or transmission error has misdirected this email, please notify the author by replying to this email. If you are not the intended recipient you must not use, disclose, copy, print or rely on this email.

## Non-London based staff

**Becky Hirt** | Communications Project Manager | The Duke of Edinburgh's International Award Foundation  
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The [Duke of Edinburgh's International Award](http://www.intaward.org) is the world's leading youth achievement award, equipping young people for life and work. In 2013 more than one million young people took part in the Award in over 140 countries and territories. The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can take part.

Join the conversation: [Facebook](#) | [Twitter](#) | [YouTube](#) | [LinkedIn](#)



### The Duke of Edinburgh's International Award Foundation

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Regional offices in Africa (Nairobi, Kenya), Americas (Kingston, Jamaica), Asia Pacific (Sydney, Australia) and Europe, Mediterranean and Arab States (London, United Kingdom). Registered charity in England and Wales number 1072453. Company limited by guarantee number 3666389. Registered office, Award House, 7–11 St Matthew Street, London SW1P 2JT, United Kingdom.

This email is intended only for the person to whom it is addressed. If an addressing or transmission error has misdirected this email, please notify the author by replying to this email. If you are not the intended recipient you must not use, disclose, copy, print or rely on this email.

## *Promoting special events in email*

From time to time you may wish to promote special events in your email. In this case, it is important to maintain your key contact details, along with any key organisational details, as shown above, but you can include your event details, as shown in the example below:

**Becky Hirt** | Communications Project Manager | The Duke of Edinburgh's International Award Foundation  
T +44(0)20 7222 4242 | Skype becky.hirt | [becky.hirt@intaward.org](mailto:becky.hirt@intaward.org) | [www.intaward.org](http://www.intaward.org)



The [Duke of Edinburgh's International Award](http://www.intaward.org) is the world's leading youth achievement award, equipping young people for life and work. In 2013 more than one million young people took part in the Award in over 140 countries and territories. The Duke of Edinburgh's International Award Foundation drives and supports the Award's global growth, so more young people can take part.

Join the conversation: [Facebook](https://www.facebook.com/intaward) | [Twitter](https://twitter.com/intaward) | [YouTube](https://www.youtube.com/intaward) | [LinkedIn](https://www.linkedin.com/intaward)



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Regional offices in Africa (Nairobi, Kenya), Americas (Kingston, Jamaica), Asia Pacific (Sydney, Australia) and Europe, Mediterranean and Arab States (London, United Kingdom). Registered charity in England and Wales number 1072453. Company limited by guarantee number 3666389. Registered office as above.

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Whether promoting an event or using a standard template email signatures should be consistent with the examples above in both content and format.

## E-environment

Correct	Incorrect
email	e-mail, E-mail, Email
e-learning	Elearning, elearning
e-news/newsletter	Enewsletter
Use a capital E if starting a sentence or if used as a title e.g. Email, E-Newsletter	

## Exclamation marks

Avoid using exclamation marks in your copy. They can be used in marketing materials and campaigns but should not be used in general features or news articles.

## Italics

Italics should not generally be used on [www.intaward.org](http://www.intaward.org) as they affect the readability of the words. However, non-English words should be marked in italic to distinguish them. Use non-English words with caution as they impact on the clarity, readability and accessibility of what you write. In general, only use non-English words with external audiences when an explanation of their meaning follows.

Italics can also be used for names of reports, publications and books.

## Links

Here are some important guidelines to follow when inserting web links into text.

- Do not use 'click here' or 'more info' to link to pages; instead create link phrases that make sense when read out of context, for example download an order form.
- Wherever possible, when linking to other information on [www.intaward.org](http://www.intaward.org) use the page or section title as the text for the link. For example: "Find out more About the Award."
- Do not use whole sentences as links.
- If more than one link shares the same textual phrase, make sure they all point to the same resource. For example, if Quality Assurance Framework points to the QA page, every other mention of it should point the visitor to the same page.
- Where possible, make names of organisations a link and not their web address, for example United Nations rather than www.un.org.

## Numbers

Spell out numbers from one to ten and then numerically from 11 to 999,999. Then spell out numbers as 1 million, 4 billion etc. The exceptions to this rule are when numbers are used as measures (such as research documents where the entire focus of the copy is upon the numbers), when referencing page numbers, and when writing percentages.

All numbers are written as words in these circumstances:

- at the start of a sentence
- in phrases such as the ten commandments
- when two numbers fall together, and cannot be rephrased away, spell out the first: twenty 14-year-old girls.

For money, symbols are used with figures: £100, \$5. Use whole figures as opposed to decimals where possible but be sensible – £900,000 not £0.9m – but it would be fine and sensible to write ‘1.2 billion people’ rather than spell out the whole figure. Figures greater than 999 take commas: 1,250 or 6,000,000.

Correct	Incorrect
Three	3
15	Fifteen
3 million	3,000,000
5 metres	five metres
4 tonnes	four tonnes
see page 6	see page six
15 million viewers	15million viewers
£15 million	£15million
50th anniversary	50 <sup>th</sup> anniversary
from 23 to 29 June 2012	from 23–29 June 2012

## Personal titles

The use of titles (Mr, Mrs, Ms etc.) should be kept to a minimum, as they have the effect of emphasising status. They also make an organisation appear old fashioned and formal, which is not consistent with our values. They are occasionally necessary to make it clear how an individual should be addressed – particularly where someone's title differs from Mr, Mrs, or Ms – or in formal situations. However, they should not generally be necessary in Foundation and Association documents. For example, 'Secretary General, John May', not 'Secretary General, Mr John May'.

## Publications

We use initial capitals and italics when referring to publications:

- *Handbook for Award Leaders* (can be abbreviated to 'the Handbook' after first usage)
- *Record Book*.

## Quotes

Use double inverted commas (or quotation marks) at the beginning and end of direct speech. Use single inverted commas for quoted words within a quoted section.

Use single quotes:

- for quotes inside quotes: "While I was there my teacher told me that 'the Award can make you much more employable.' I was keen to sign up."
- for words that have special meanings or note inaccuracies: The 'free gift' actually cost us forty pounds.

Do not use single quotes on a word that is accurate otherwise you'll be suggesting to the reader that the word use is not true.

## Telephones

When we answer telephones at the Foundation, the following should be used:

"The Duke of Edinburgh's International Award Foundation, [insert name] speaking."

## Telephone numbers

Do not use hyphens in telephone numbers. As an international organisation, we include international dialling codes in all telephone numbers.

Correct	Incorrect
+44 (0)20 7380 6644	0161-277 5200
+44 (0)871 221 8221	0207-533 5043
+44 (0)20 7380 6644	+886-2-2192-7000

## UN Observance Days

As an organisation, we have chosen to mark key UN Observance Days in our email signatures and on our social media channels. The days we will observe are:

- International Day of Commemoration in Memory of the Victims of the Holocaust – 27 January
- International Women's Day – 8 March
- Commonwealth Day – 10 March
- International Day for the Elimination of Racial Discrimination – 21 March
- World Health Day – 7 April
- World Environment Day – 5 June
- World Skills Day – 15 July
- International Youth Day – 12 August
- International Day of Peace – 21 September
- World Mental Health Day – 10 October
- International Day for Eradication of Poverty – 17 October
- World AIDS Day -1 December
- International Day of Persons with Disabilities – 3 December
- International Volunteer Day – 5 December.

These days align with the nine impact measures of the Award as set out in our Impact Framework.

We have also chosen to mark religious festivals from the following religions:

- Christianity
- Hinduism
- Islam
- Sikhism
- Buddhism

The Foundation's communications team will advise on or before the day what message should be included in our email signature to mark each particular observance. During 2015 the communications team will be trialling a new 'syndication' process. News stories due to publish on [intaward.org](http://intaward.org) relating to selected UN Observance Days will be supplied in advance to regional offices for onward distribution to National Award Operators to allow advance tailoring to help generate national/local Award awareness.

## Further information

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This guide is not comprehensive but the communications team at the Foundation are happy to advise on anything not included in here. Updates to this style guide will be available at [www.intaward.org](http://www.intaward.org).