Our brand overview 2019
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Our purpose

To inspire and enable the advancement and sharing of knowledge so that every individual from Royal Holloway can make a sustained and meaningful contribution personally, socially and economically, now and in the future.

Our values

An organisation’s values are a set of beliefs that describe how people who work for, and with, an organisation behave. This doesn’t mean people can’t be individuals. But it attracts people, be they students or staff, partners or commentators, who have a similar belief system and come together to create a community.

Values aim to stretch us, improve us and define us.

Royal Holloway’s institutional values are:

• Excellence
• Inclusivity
• Creativity
• Collaboration
• Fairness
• Freedom

Our brand promise

A strong brand promise is one that connects our purpose, our position, our strategy, and past, present and future members of our community. It enables us to deliver what we do in a way that connects emotionally with our audiences and differentiates us.

We are a community inspiring individuals to succeed

This is demonstrated by:

• The evidence and insight our academics gain from conducting world-class research advancing knowledge to change the world.
• Our academics taking that knowledge into the classroom to inspire, challenge and motivate students to explore new ideas, apply innovative thinking and become independent thinkers.
• Our close-knit community, where individuals are supported so that they can successfully take on the challenges that come with studying at one of the UK’s leading universities.
• Our environment, where individuals can be successful and equipped to make a sustained and meaningful contribution personally, socially and economically, on and beyond our campus, now and in the future.
• Our history as a university founded by social pioneers who valued the principles of excellence and inclusion. Those principles continue to shape the institution we are today, creating a safe community in which to study, work and live.
Brand personality

We are:
- Ambitious for our students and one another
- Determined to support each other’s success
- Dedicated to academic excellence
- Supportive
- Friendly
- Collaborative

And we have:
- A community spirit

Our brand identity

Our brand identity has been developed to best reflect what we know our brand to be. It is born of true and recognisable characteristics of the university. By using the identity consistently, we will be able to reinforce these true attributes.

The following guidelines are designed to help you apply Royal Holloway’s brand identity confidently, and in the right way.
Our logo

Our logo is made up of two squares, like the two quadrangles of Founder’s Building. It also features our coat of arms, combining the heritage of both Royal Holloway and Bedford Colleges.

Different styles for legibility

Our logo has been designed to ensure our name is legible at small sizes.

The version shown below, with the words ‘OF LONDON’ smaller than the word UNIVERSITY, is for use at 40mm width and above.

The version shown below, with the words ‘OF LONDON’ in the same size as ‘UNIVERSITY’, is for use under 40mm in width. The minimum width you can use our logo at is 22mm. (See below)

It is acceptable to print a mono (black) logo when colour printing is too expensive or not available. See page 10 for more information.
Choosing the correct logo style

The logo with the band is the primary logo style – always use this in preference to the two styles below

The logo should always be used with the slate grey band as shown below. However, there may be instances when it is not possible to use the band, for instance because of the size of publication, the amount of content or background colour. If any of those conditions are present please see the two alternative styles below.

The logo without the band – secondary logo styles

Solo logo

- if you need to fit the logo in a small or narrow format
- if text and pictures require more space than the band allows
- if you are producing an item of stationery, forms, certificates or a logo device

Solo logo with a white keyline

- if the conditions listed on the left apply, AND
- if it is necessary to make the logo stand out from a background i.e. from a solid (100%) primary brand colour or a busy background
- if the logo is placed on a picture which has a busy background or the colours and tone are similar to the brick orange or slate grey
- if the background colour is unknown, for example on collaborative work, always supply the keyline logo

See page 7 for best practice examples
See page 8 for best practice examples
See page 9 for best practice examples
Using our primary logo style

We always use a slate grey band alongside our logo unless it is not possible to fit the band because of a small or narrow format, large amount of content or because of the type or colour of background it is placed on. Please see page 8 for solo logo options.

Positioning the band on the page

For the majority of marketing material the band should run across the bottom. It should only appear at the top for specific display items such as exhibition stands, pull up/roller banners.

Positioning the band with the logo

When placing the band and logo into designs:

- Measure the height of the logo (measurement $X$)
- Ensure the logo and band never sit closer than 50% of $X$ from the top or bottom edge of the page
- The logo should always be positioned at the right side of the band and the right edge of the page
- The logo should be the same height as the band
- The minimum width of the band should be no shorter than the width of the logo
- The band should always be 100% slate grey (Pantone 432C, see ‘Our colour palettes’ page 15).

Best practice examples

Documents and presentation templates

We have created a selection of ready-to-use templates in Word and Powerpoint which incorporate the logo and the band. These should be used for all Royal Holloway display materials and presentations. You can download them, with instructions for use, from the website at royalholloway.ac.uk/brand

To help you choose the correct logo style please see page 6 ‘Choosing the correct logo style’
Using our solo logo

Use the solo logo if it is not possible to fit the band alongside the logo. It must always be positioned on the right-hand side of the page and can be either at the top or bottom. If the artwork area is narrow it is acceptable to centre the logo.

For some applications where the size of the logo almost reaches the edges of the artwork, it is preferable to run the logo edge to edge rather than have a thin border of background.

Placing on backgrounds

Using a maximum of 80% tint of slate grey or lighter background ensures sufficient contrast between the logo colours and the background.

Best practice examples

Exclusion zone 25% of height

Position the right side of the logo on the right-hand text margin.

Height = X

Minimum gap size: 50% of X

For Royal Holloway staff

Documents and presentation templates

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To help you choose the correct logo style please see page 6 ‘Choosing the correct logo style’
Using our solo logo with a white keyline

Please ensure you have considered both the options on pages 7 and 8 before using this style.

Only use if:
Your background colour is a solid (100%) primary brand colour, shown below. Or is similar in colour or tone to the colours in the logo, see examples to the right.
It must always be positioned on the right-hand side of the page and can be either at the top or bottom.

Primary colours

100% slate grey background
100% brick orange background

Best practice examples

On a picture which has a busy background

On a background which has colours and tone similar to the brick orange or slate grey.

Exclusion zone 25% of height

Position the right side of the logo on the right hand text margin.

Height =

Minimum gap size: 50% of

For Royal Holloway staff
Documents and presentation templates

We have created a selection of ready-to-use templates in Word and Powerpoint which incorporate the logo and the band. These should be used for all Royal Holloway display materials and presentations.
You can download them, with instructions for use, from the website at royalholloway.ac.uk/brand

For Royal Holloway staff
You should never attempt to recreate our logo. Artwork is available in a number of file types for online and offline use.
Please visit royalholloway.ac.uk/brand
If you are unable to find the format you require please contact your Marketing Manager or designstudio@royalholloway.ac.uk
Using our logo in black

For printed work where colour is not an option, please print the logo as shown below. This option must only be employed on a white background, not any other colour, including cream. Please see examples to the right.

Printing black on a white background

Printing black on a white and also using a tint of black for the background

Do not print on a coloured background

Natur ant ad excestet qui con eicita porepeles sa alit laboreratque nullaut ateniendaes non porrecte cus ullanis ut aut expliquas reperup tiatio

Exclusion zone 25% of height x

Position the right side of the logo on the right hand text margin.

Height = x

Minimum gap size: 50% of x

Natur ant ad excestet qui con eicita porepeles sa alit laboreratque nullaut ateniendaes non porrecte cus ullanis ut aut expliquas reperup tiatio

Natur ant ad excestet qui con eicita porepeles sa alit laboreratque nullaut ateniendaes non porrecte cus ullanis ut aut expliquas reperup tiatio
## Logo don’ts

<table>
<thead>
<tr>
<th>Do not stretch the logo</th>
<th>Do not use the logo on an angle</th>
<th>Do not use a line version of the logo in any colour</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td><img src="image2.png" alt="Logo" /></td>
<td><img src="image3.png" alt="Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not put a drop shadow behind the logo</th>
<th>Do not change the colours of the logo</th>
<th>Do not use alternative text or alternative images in the logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Logo" /></td>
<td><img src="image5.png" alt="Logo" /></td>
<td><img src="image6.png" alt="Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not use the coat of arms and text without the orange and slate grey squares. (Please note it maybe necessary for specific items of merchandise to use the text on its own, see page 13.)</th>
<th>Do not change the proportions of the orange and slate grey squares</th>
<th>Do not use anywhere other than on merchandise, see page 13</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="Logo" /></td>
<td><img src="image8.png" alt="Logo" /></td>
<td><img src="image9.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not use anywhere other than on merchandise, see page 13</td>
<td>Do not add on extra areas of orange and slate grey</td>
<td></td>
</tr>
<tr>
<td><img src="image10.png" alt="Logo" /></td>
<td><img src="image11.png" alt="Logo" /></td>
<td></td>
</tr>
</tbody>
</table>

You should never attempt to recreate our logo. Artwork is available in a number of file types for online and offline use. Please visit royalholloway.ac.uk/brand

For Royal Holloway staff If you are unable to find the format you require please contact your Marketing Manager or designstudio@royalholloway.ac.uk
Logo devices

Creating a visual identity for a Royal Holloway initiative

If you are creating marketing materials for a particular Royal Holloway initiative e.g. Research Centre or Institute, or other activity, programme or project and are unable to state the name of the particular initiative elsewhere on the marketing material, then we can create a ‘logo device’ template to visually identify your initiative. We recommend using these to ensure a consistent reference to the initiative’s relationship with Royal Holloway. If you would like a logo device of this type created please contact your Marketing Manager.

If the logo device template is not appropriate for your needs, please speak to your Marketing Manager or the Design Studio who can advise on alternatives. Any alternative should be in keeping with the look and feel of Royal Holloway’s overall visual identity. All alternative devices must be approved by the Marketing team before use.
Using our logo on merchandise

A full-colour version of our logo should always be used on merchandise when the printing process and costs allow. When it is printed in full colour the rules for using a solo logo apply (see pages 7 and 8).

However, there are some exceptions to this rule for example when printing a full-colour logo would incur an unfeasible extra cost.

When the printing process is limited to one colour the logo may be printed in black, white, gold or silver.

Some examples are shown opposite:
1. Foil blocking onto merchandise, such as folders, diaries and pens etc.
2. Screen printing on clothing, bags, mugs and pens etc.
3. Engraving, etching and embossing on corporate gifts etc. Technically this is not printing as such but it creates the same effect as a single colour.

If your area is under 22mm width then please just use the words ‘Royal Holloway, University of London’. See below.

Please note that if the words appear on one line there MUST be a comma after Royal Holloway.

Examples of the exceptions to the rule of using the logo

The logo must not be used if the print area is less than 22mm, the minimum width of the logo.

In this instance the words ‘Royal Holloway, University of London’ must be used. If the words appear on one line, there must be a comma after Royal Holloway.

1. Gold foil logo – one colour print
2. Black logo – one colour print
3. Engraving

Lanyards

Black – one colour print
Black – one colour print
White – one colour print
Our brand typefaces

Primary typeface:
Our primary typeface (or ‘font’) is Ideal Sans. It is a clean and accessible modern typeface that also has classical qualities that perfectly suit the balance of old and new at Royal Holloway. It should be used for all university publications and presences.

For Royal Holloway staff  Please refer to Corbel, below.

Secondary typeface:
Corbel is the secondary typeface (or ‘font’) and should be used when the primary font Ideal Sans (above) is unavailable.

For Royal Holloway staff  Corbel is available on all Royal Holloway systems.

At times it may be preferrable to have numbers that sit on a baseline for clarity.

Default number style  Lining number style

2345  2345

To do this in Word:
• highlight the numbers you wish to change
• go to the Format menu and scroll down to Font
• in the window that opens select Advanced
• go to Number Forms (under Advanced Typography)
• click on the pull down menu to select Lining.
The numbers will now be sitting on the baseline.

To do this in InDesign:
• highlight the numbers you wish to change
• go to the Type menu and scroll down to Character
• on the top right hand menu of the Character panel, scroll down to OpenType and across to Proportional Lining.
The numbers will now be sitting on the baseline.

Alternatively, in InDesign highlight the numbers you wish to change and click on the All Caps button in the Character Formatting Controls on the Dock.

Ideal Sans
abcdefghijklmnopqrstuvwxyz
0123456789

Corbel
abcdefghijklmnopqrstuvwxyz
0123456789
Our colour palettes

Primary colour palette

The two primary colours should be used for all university publications and presences. Our primary colours have been heavily influenced by the fabric and environment of our campus.

The primary palette is a strong and vibrant brick orange contrasting with a deep slate grey that were inspired by the Founder’s Building. These confident contrasting hues help us to stand out from the crowd and create an air of sophistication and prestige.

Tinted spectrum of Slate Grey

Secondary colour palette

We have also developed a secondary palette of bright colours that represent our personality. Secondary colours can be used as solids and tints. They should only be used to add emphasis in your designs, and not to denote internal departments, divisions or teams. For instance, academic schools or departments do not, and should not have, allocated ‘identifying colours’.

Brick Orange
166C
C:0 M:70 Y:100 K:0
R.235 G.100 B.30
#EB641E

Slate Grey
432C
C.65 M:43 Y:26 K:78
R.32 G:42 B:48
#202A30

Red
1795C
C.0 M:96 Y:90 K:0
R.215 G:45 B:45
#D72D2D

Green
355C
C.94 M:0 Y:100 K:0
R:0 G:166 B:72
#00A648

Purple
258C
C.51 M:79 Y:0 K:0
R:152 G:87 B:174
#9857AE

Sky
299C
C.86 M:8 Y:0 K:0
R:0 G:158 B:215
#009ED7

Lime
383C
C.20 M:0 Y:100 K:10
R:148 G:154 B:0
#949A00

Teal
326C
C.84 M:0 Y:38 K:0
R:0 G:166 B:158
#00A69E

Yellow
130C
C.0 M:35 Y:100 K:0
R:245 G:170 B:10
#F5AF0A

Blue
285C
C.90 M:48 Y:0 K:0
R:0 G:115 B:207
#0073CF

Pink
233C
C.12 M:100 Y:0 K:0
R:215 G:11 B:144
#D70B90
Our icons and assets

It may be possible to develop additional marks to identify certain kinds of information or to differentiate Royal Holloway activities or initiatives (see ‘Logo devices’ on page 12). If the options shown do not meet your needs, please contact the Design Studio or your Marketing Manager who can advise on your options within the overall brand identity.

Coat of arms
The coat of arms is an important part of the College’s heritage.

Usage
There are a limited number of agreed instances when it takes precedence over the logo on printed matter i.e. historical or ceremonial requirements such as wall plaques and graduation certificates. It may also be used on specified clothing connected to student-run clubs and societies, pre-agreed by Marketing & Communications and the Students’ Union. For more information on the symbolism of the coat of arms and shield, see royalholloway.ac.uk/coatofarms

The shield
For legal reasons the shield appears on legal documents and stationery, accompanied by the following text: Incorporated by Act of Parliament. Royal Holloway and Bedford New College.

Neither the coat of arms nor the shield should be used without reference to the Design Studio.

Social media avatar
This is the only occasion we allow our logo coat of arms to be used on its own.
The avatar may only be used by official Royal Holloway university accounts.
When using the social media avatar, the name of the university should always feature in the content of the message or profile.

Social media icons
Twitter
YouTube
Facebook
Instagram
Pinterest
LinkedIn
Snapchat

Use a consistent style for social media icons.
Available in the brand toolkit.
Photography

Original and creative images should be used to illustrate familiar themes.

External users should contact the Design Studio for advice and access to our photographs.

For Royal Holloway staff, your first point of call is our Image Library [imagelibrary.royalholloway.ac.uk](http://imagelibrary.royalholloway.ac.uk)

This contains hundreds of searchable photographs of every aspect of university life, with all permissions secured.

If you’d like to use your own photographs, please follow these principles:

- They should feature real people from Royal Holloway; please do not use stock photography of people.
- They should show real and relevant locations.
- If you are using them in printed materials, they should be high resolution in order to achieve a good quality (we recommend 300 dpi at the size they are being reproduced).
- You are responsible for seeking permissions from the individuals featured in your photographs. You need to get written consent by asking them to complete this [consent form](http://consentform).
- Do not copy and paste images from the internet without seeking permissions as this has legal implications.

Please ask us if you would like support in this area. We can arrange photoshoots with professional photographers.
Our writing style guide

Why does Royal Holloway need a writing style guide and how does it help you?

The written words that we use represent what Royal Holloway stands for, as much as its logo, choice of colours and images, and indeed the important work that goes on here. They should reflect and reaffirm the tone and personality of the organisation.

English is a complex and constantly evolving language, in which old ‘rules’ may be eroding. This means in some cases we can be less formal. However, writing in an academic or specific professional context may be quite different from writing for the general public, and it is up to the writer in each case to select the appropriate language and conventions that best suits their audience.

To help you when communicating with the majority of our audiences, the university has decided on some common ‘dos and don’ts’ that should generally be adhered to, to achieve consistency of presentation and ease of understanding.

If we are to achieve our ambitions we need to engage our audiences effectively, and enable them to trust us. A writing style guide helps to ensure consistency and quality, and helps our audiences to feel reassured and eager to engage with us.

Whether in print or digital formats, we must strive to be consistent in our written style. This is a guide to help you do that.

### Tone of voice

### Use of words

### Some Royal Holloway specifics

- Our name
- Our address
- Common terminology – getting it right
- Abbreviations and acronyms
- Fonts and styles
- Use of capital letters
- Website references
- Numbers and symbols
- Punctuation
- Layout
Tone of voice

Tone of voice is 'how we say things'. It is important because it helps people to get a 'feel' for what Royal Holloway stands for. It is as integral to how we do things as degree course design and delivery, our student support services and Open Days.

Our personality traits (see page 4) help us determine our tone of voice:
We speak with confidence and authority, but not arrogantly nor authoritatively. Our tone is inclusive.

We stand on the world stage and speak as such. We communicate as a world-leading organisation should: professionally, personally, directly.

Royal Holloway is a close community, which is both physically and academically inspiring. Its size allows its closeness. It is embracing and supportive, without being restrictive of individuality or independence of mind. We are approachable, we imagine our audiences’ worlds and invite them into ours.

We are honest. We are not judgemental.

We want people to engage with us, so our tone is conversational. We are looking to attract people who believe the same things as us. Our tone must reflect these beliefs.

Use of words

Our audiences want to understand and digest information quickly and easily. By using jargon, over-long sentences or ten words where one will do, we risk losing both their attention and their goodwill. Keeping sentences short and clear will help you to most effectively share your message.

Here are some top tips:

• Don’t use unnecessary words, or overly embellish your language.
• Keep it simple, where you can.
• Where something is complex, break it down into digestible, understandable pieces.

In order to keep our audiences’ attention, it is useful to get across the main points of your text in the first paragraph where possible i.e. who, what, where, when?

Royal Holloway is a dynamic place, and ‘doing things’ is interesting. Where you can, write sentences which include action.

e.g. The College Council will meet next week
is better than
A meeting of the College Council will be held next week

Writing for digital platforms

Communicating with audiences to effectively convey the university’s identity and purpose online demands a specific way of thinking. People read webpages in a different way and have different expectations of what they are looking at.

We have developed separate web and social media guidelines and support if you are regularly involved in writing for these channels.
Some Royal Holloway specifics

Our name

Our name is used differently in different circumstances.

Our working name is Royal Holloway, University of London. This should be used in all instances apart from the exceptions listed below. You only need to use our name in full on the first occurrence; after that you can simply say Royal Holloway.

• Our legal name is Royal Holloway and Bedford New College. This name is (only) used on all legal documentation, for instance in contracts for certain services or memoranda of understanding with partner organisations.

• In the media, we may use Royal Holloway University. This is to ensure our name is not shortened by the media to University of London in cases when our full name is physically too long for the available space.

• For academic citations we use Royal Holloway University of London (no comma). This ensures that citations are credited to Royal Holloway rather than University of London.

Please also note the following rules:

• When the name is on two lines a comma should not be used e.g. Royal Holloway University of London.

• Don’t ever use RHUL, externally or internally. This abbreviation is not known by most people outside the organisation, and is simply confusing. By continuing to use it internally, we are inadvertently keeping the abbreviation, and therefore its external usage, alive.

• Externally, we refer to ourselves as ‘the university’ (lower case ‘u’). This is because we want people to understand that we are a university, although we do not have separate university status.

• Internally, when writing messages for colleagues across the university, it is acceptable to refer to ourselves as ‘the College’ (upper case ‘C’).

Our address

Our address should be set out exactly as follows:

Royal Holloway, University of London
Egham, Surrey TW20 0EX
+44 (0)1784 434455
royalholloway.ac.uk
(See section on ‘Website references’, page 33)

Common terminology: getting it right

• Alumna (single female former student).

• Alumnae (plural female only former students).

• Alumni (plural male and female former students).

• Alumnus (single male former student, or to refer to an individual of as yet unknown gender e.g. “we asked students to tell us who was their favourite Royal Holloway alumnus”).

Students that don’t come from the UK should be referred to as international students, not overseas students.

Degrees should always be referred to as degree courses, not programmes.

The component parts of a degree course should be referred to as modules, not courses.

Abbreviations and acronyms

Universities use a lot of shorthand for complex information. We might understand what these represent if we are working at the university already, but that doesn’t mean our audiences will. If we don’t explain what things mean, we risk losing their attention and trust. Therefore avoid the use of abbreviations wherever possible:

e.g.
Professor not Prof,
postgraduate or undergraduate not PG or UG,
Information Security Group not ISG.

When using abbreviations or acronyms, they should be spelled out in full the first time with the abbreviation/acronym stated in brackets. After this, the abbreviation/acronym can be used. Do not include the abbreviation in brackets if it is not repeated later in the text.

e.g.
“Academics at Royal Holloway looking into healthcare provision and access for people on probation, and how that may reduce reoffending rates, have been given a grant from the National Institute of Health Research (NIHR) for a new research project. Professor David Denney and Professor Charlie Brooker will be working with Dr Coral Sirdifield and Professor Niro Siriwardena from the University of Lincoln, with the research being funded by the NIHR with a grant of £150,000.”
Fonts and styles

Our house fonts are Ideal Sans and Corbel. Most people have Corbel as part of their Microsoft Office packages and this should most commonly be used.

Numerals: if there is a need for numerals to be aligned more uniformly than these fonts allow for e.g. in scientific tables, the Design Studio have created a simple fix to help you to work around this (see page 14).

Titles: works of art/ literary works (books, plays, paintings, pieces of music), film titles, exhibition names, TV/radio programmes should be italicised
  e.g. Panorama, Handel’s Messiah, Twelfth Night, The Railway Station

Research project titles and names of awards should not be italicised. Instead, use single inverted commas.
  e.g. ‘At Home in the Institution?’, ‘Profession and Performance: Aspects of Oratory in the Greco-Roman World”

Newspaper/magazine/journal titles should not be italicised.
  e.g. The Guardian

Bold, italic, underline? Avoid use of bold, underlines, italics or capitals to emphasise words in text unless stated elsewhere in this document.

Web addresses should appear in bold type. See paragraph on web (right of page) for more about addresses.

Use of capital letters

Don’t use all capitals in headings or body text.

Don’t capitalise every word in a heading unless using a title or name
  e.g. write Thomas Holloway – the first 125 years, not Thomas Holloway – The First 125 Years

Some commonly used examples where capital letters are required are
  • the College (when referring to Royal Holloway, internally)
  • Visiting Professor
  • Founder’s Building
  • A-/AS-level
  • Joint/ Single Honours
  • Higher Education.

Some commonly used examples where lower case letters should be used
  • university, both in relation to Royal Holloway, when described as ‘the university’ (see section on ‘Our name’, above), or in general terms ‘18 year-olds starting university this year...’
  • college or colleges, when not referring to Royal Holloway e.g. ‘as part of our schools’ liaison programme we visit many sixth form colleges each term’
  • school, department or departmental. School or department are only capitalised when talking about its title in full, e.g. ‘Department of Media Arts’ and ‘Media Arts department’, ‘School of Humanities’ and ‘Humanities school’, ‘the department’ and ‘the school’.
  • campus
  • international
  • classifications of degree e.g. upper second class degree
  • years of study e.g. year 1, year 2, year 3, final year
  • the seasons and teaching terms e.g. summer, autumn term.

Don’t use capital letters in website and email addresses. This looks old-fashioned, is not technically necessary and is not in keeping with the expected modern standard for the appearance of website addresses.

Website references

Do not include http:// or www in web addresses (URLs). This looks old-fashioned, is not technically necessary in the majority of cases, and is not in keeping with the expected modern standard for the appearance of website addresses.
  e.g. royalholloway.ac.uk, not www.royalholloway.ac.uk

If your URL is very long and complex, you can make things easier for the reader by directing them to the main homepage and signposting from there (if it is easy to get to). If it’s not, get help from the Digital team to set up a short URL.
  e.g. Visit royalholloway.ac.uk/scholarships and select ‘Undergraduate 2020 entry’ is better than
  Visit https://www.royalholloway.ac.uk/studyhere/undergraduate/feesandfunding/bursariesandscholarships/home.aspx

When referring readers to a website, use ‘visit.’

Web addresses should appear in bold type. As they are often what the reader is looking for to access further information, this makes them easy to identify and differentiates them from the rest of the text.

Don’t insert a colon before a web address, it is not required for the instruction to make sense.
  e.g. To book for our Open Day, visit royalholloway.ac.uk/opendays
Numbers and symbols

Words or numerals? Spell out one to ten and use numerals for numbers 11 onwards.
Never start a sentence with a numeral – spell it out instead.
Commas: to indicate values of a thousand, insert a comma: 7,000; 500,000, etc.
Years: when stating the year of a degree programme, use figures e.g. year 2, year 3
The academic year should be written 2019/20.
Centuries should be written as 20th century (no hyphen, apart from when it’s used as an adjective e.g. 21st-century campus).
Dates should be written in the format date, month, year, with no commas, and without th or st
e.g. 21 April 2020, not 21st April, 2020
Do not use apostrophes in dates
e.g. 1990s; the 60s
Times: don’t use the 24-hour clock. Use a full stop in times, not a colon, and no space before pm or am, plus no extra 00
e.g. 11.45pm; 2pm; 12pm; 10.30am
Symbols: in most written text, use % instead of percent. This is now more commonly recognised in editorial, and is readable by the majority of screen reading technology, so is suitable for use in web copy. Don’t use ‘percent’, which is more common in American English.

Punctuation

Dr and Prof (where it is absolutely necessary to use this for space reasons, see section on abbreviations, above) should not include a full stop.
e.g. Prof Helen Nicholson, not Prof. Helen Nicholson.
Do not include full stops at the end of captions/headings.
Do not include an apostrophe in Masters
Always write Founder’s Building, or Founder’s, with an apostrophe before the s.
Hyphens: some examples of commonly used words which need a hyphen include:
• Vice-Principal
• inter-departmental
• award-winning
• world-leading
• state-of-the-art
• cutting-edge
• internationally-recognised
• A-level
• full-time (unless you write ‘full and part-time’).
Quotation marks: when using a quotation, punctuation should be included inside double inverted commas. Quotations should be written as follows:
• According to Bob O’Keefe, “Employer and alumni-led activities are a key part of the Royal Holloway employability strategy.”
Or, if the speech is split:
• “Little is known about the behaviour of most seahorse species,” he comments, “so the research being carried out is of great importance.”
Use single inverted commas to imply that the text is not your own/what you would have chosen to write.
e.g. “…nearly 40% felt their GP was ‘not at all well-informed’ about Age-related Macular Degeneration and almost half reported that they were ‘not at all helpful/supportive’.”

Layout

Don’t justify type. This is old-fashioned and difficult to read.
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.
Text across two lines: wherever possible, do not split names or web/email addresses across two lines.