Update to the Royal Holloway brand writing style guide

How we talk about ourselves

Royal Holloway, University of London now has university status. We want people in the wider region, nationally and internationally, to understand we are a university, and so we're simplifying the way we use different words to describe ourselves.

What we should say:

- We’re a University, with an upper case ‘U’.
- Always refer to us as ‘a University’ or ‘the University’ (not ‘the university’).
- Continue to use ‘University’ with an upper case 'U' when referring to our connection with University of London.
- We are based ‘in London’, with two campuses, one in central London and one just outside, in Egham.*

* We’ll be honest about what this means day-to-day, especially to prospective students. But overall, it's how we want to describe ourselves.

What we should not say:

- Don’t refer to us as ‘an/the institution’
- Don’t refer to us as ‘the/a College’ or ‘the/a college’.

NB. There are some circumstances in which specific rules may apply to the use of our name. For example:

- Royal Holloway is a ‘college of the University of London’
- Our legal name is “Royal Holloway and Bedford New College”