We use italics for titles of works including newspapers, journals, books, plays, television programmes, songs, video games and radio series.

We use bold, not italics, for emphasis.

- *Macbeth* by William Shakespeare.
- 98% of University of Reading research is internationally recognised and 78% of our research is classified as internationally excellent.

⊗ 98% of University of Reading research is *internationally recognised* and 78% of our research is classified as *internationally excellent*.

Hyperlinks can be underlined online or in digital documents such as PDFs, but should be avoided in printed communications.

We do not underline text for emphasis.

- You can register

Some headings across our web and print templates use upper

instance this may be shortened to “University”. Note the upper case “U”.

When referring to universities in general, the word should be lower case.

We also avoid “UoR”, except on social media.

To avoid ambiguity in “Reading” being misread as “reading”, (for example, “reading a book”, particularly in an international context), the University uses “at Reading”. For example, “Study history at Reading”. This should be used in preference to starting a sentence with “Reading”. Rather than "Reading gave me the opportunity to…" use, "At Reading, I was given the opportunity to…"

- At the University of Reading we pride ourselves on the quality of our research.
- The University is situated close to the town centre.
- Ranked in the top 200 universities in the world.

- ⊗ The University of Reading (unless at the start of a sentence), Reading University, Reading Uni, or UoR (unless on social media).

See also: social media

We spell out numbers from one to nine, and use numerals for 10 and above. For example, “You can choose from three courses,” and “The course is ranked in the top 10 in the UK.” The exceptions to this rule are measurements, statistics and building signage.

Use commas for numbers in excess of 1,000; for example, “The University employs more than 4,000 staff.”

Spell out “million”, “billion” and “trillion” except when referring to sums of money, units, or inanimate objects – in these instances, use abbreviations (“m”, “bn” and “tn”, with no space between the figure and the abbreviation). For example, we would say, “There are seven billion people on the planet”, but “This year’s research funding is in excess of £54m.”

Our preference is to write “first” not “1st”; for example, “first-floor corridor,” or “in the second year”. However, in some cases the “1st” form may be more appropriate, such as in building signage (“4th Floor”) or in statistics (“ranked 1st for research”).

Use hyphenated words for compound terms with numerals: “first-year undergraduate” and “two-year-old child”. Ensure your hyphens convey the correct meaning; for example, four year-old children has a different meaning to four-year-old children.

See also: money

Our preferred date format is: 1 January 2019.

We do not use superscript or commas when writing dates.

- The new building will be worth £15m.

If a company uses an ampersand in its name, write it with an ampersand.

- Our BA Film and Theatre combines critical approaches and the opportunity to create films and performances.
- Our n1 74248ml22TJETBT1 0 0 1 304.97 47] TJs-3( a)316T1 0(l a1 0 )4(dhem3(r)1(c)-3(inclu1 30d(t)-4((t)T1 0lth.97 , )] 62 37.704 Tm0 g0 G292.Do 248ml22TJ

- A spokesperson said: “This is a university.”

If a quotation runs across more than one paragraph, insert opening quotation marks at the beginning of each paragraph and only insert a closing quotation mark at the end of the final quoted paragraph.

- "I feel honoured and privileged to have served the University of Reading as Chancellor for the past 10 years.

  "The highlight of my tenure was presiding over the opening of the fabulous new University campus in Malaysia."

See also:

Try not to use anything too generic such as "#GetReady" ("#GetReadyForUoR" is better). This avoids potential confusion with hashtags separate to the University.

- It's a beautiful day on the #UoR campus
- Our Student Ambassadors are ready to welcome you to #UoROpenDay

- It's a beautiful day on campus #UoR #beautiful #grass #sunny #day #summer #warmth
- Our Student Ambassadors are ready to welcome you #OpenDay

Use links to point users to relevant content and trusted external resources. The text of a link should always be descriptive of the link's destination to inform users and aid those using screen-readers.

Do not use "Click here", "Click for more information", "Read this", or insert the URL link text as it is. Instead, write the sentence as you normally would, and link the relevant keywords (not the whole sentence).

Use the actual URL (for example, www.reading.ac.uk) when writing University web addresses in print material or when a user is not able 187.97 Tm[(n)4( p)12(r)-41A7828[(2Tm[(a)5(ble TJETgv)-2(ETBT1 0 1 56.64 305.59 Tm[(r)-41a)BT1 0 0 1 263.3m)-41A3PTJETgvET( i)9(s)-4( no)3(tgv)-2(ETBT1

An H1 heading should always be the page title. Use H2s for sub-sections and H3 and below for headings that come under these sub-sections.

Ensure that you write in a way that doesn't exclude particular individuals or groups. Exclusion can sometimes happen when there's an assumption about what's considered normal or default, or if people are referred to solely by their disability, race, gender or sexual orientation.

- ⊗ If you are able to send a primary school teacher to hold a workshop, we'll ensure her expenses are paid in full. (This presumes that all primary sa2we

| | |
|---|---|
| Note the capitals. | Centre of Excellence in Teaching and Learning. |
| Centre for Literacy and Multilingualism. Note the lower case “e”. | Centre for Excellence in Applied Undergraduate Research Skills. |
| Note the capitals. | Chartered Financial Analyst. |
| Note the capitals. | Always capitalise when referring to the Chancellor of the University. |
| Note the capitals. | Note the apostrophe and capitals. |
| Note the capitals. | Note the capitals. |
| Note the capitals. Often abbreviated to “CINN”. | Note the capitals. |
| We write centuries in words (lower case) rather than in numbers. For example, “in the twenty-first century” and “in the nineteenth century”. When used adjectively, the century should be hyphenated as an adjectival phrase; for example, “twenty-first-century book” and “nineteenth-century poetry”. | Note the capitals. |
| Abbreviate when the character count is restricted, such as in headlines and on social media. | |

Centre for Integrative Neuroscience and Neurodynamics.

Centre for Institutional Performance.

Chartered Institute of Personnel and Development.

Chartered Institute for Securities & Investment.

Note the capitals.

Not “convener”.

Always capitalise when referring to the executive governing body of the University of Reading. When referring to any other council, such as a local authority, capitalise only when using the full name of the authority.

- There are four external members of the Council.
- Planning applications are handled by Reading Borough Council. You can apply via the council’s website at www.reading.gov.uk.

Note the capitals.

We refer to our degrees as courses when communicating with external 74.64 178 rg0.824 0 0.18 RGtwww.

One word, no hyphen. University email addresses should be written with the domain name in full, using all lower-case letters: j.smith@reading.ac.uk.

Electron Microscopy Laboratory.

A professor who has retired but retains an honorary title.

Engage is an interactive research resource for bioscience students. It is a project created by Centre for Excellence in Applied Undergraduate Research Skills (CETL-AURS).

Note the capitals.

Note the capitals. Often abbreviated to “ESSC”.

Engineering and Physical Sciences Research Council.

European Quality Improvement System.

European Region Action Scheme for the Mobility of University Students.

Can refer to:

Information technology, a subject area.

IT, a team within the University; responsible for IT equipment and services on campus and provide support for these services and their users.

Note the capitals.

Institution-Wide Language Programme.

We use -ise instead of -ize, for example, organised, not organized.

Note the capitals.

The John Madejski Centre for Reputation.

When referring to a role generally, use lower case; for example, “She is a director,” and “Our lecturers are engaged in a variety of research.” When using a role as part of a person’s title or to refer to U

Chancellor of the University of Reading. We refer to him by his full title ("the Rt Hon. the Lord Waldegrave of North Hill") or as "Lord Waldegrave" (not "Lord William").

Note the capitals.

Master of Arts.

Master of Arts by Research.

Generally speaking, you write in lower case: “master’s degree”. Note the apostrophe. The plural of this is “master’s degrees”.

When making a specific reference to one of our courses, simply use the official name of the course. Also use this if referring to a degree as part of someone’s title. In biographies

Master in Science; an integrated master's degree, usually lasting four years, where the first three years are similar to a BSc course and the final year is at master's level.

Not hyphenated as a prefix; for example: multicultural, multidiscipline, multidisciplinary, multicurricular.

Note the capitals.

Note the spaces and capitals.

Note the capitals.

Note the capitals.

Natural Environment Research Council.

National Student Survey.

Note the capitals.

Only use initial capitals when referring to a specific day; if referring to open days in general use lower case.

- Come to our Open Day on 1 June.
- You are welcome to attend an open day.

- Have you registered to attend our open day?
- Come to our open day on 1 June.

Note the capital.

Note the capitals.

Note the capitals.

We often use "Part" when referring to sections of a programme. Should be written with an initial upper case letter; for example, "In Part 1, students will take three core modules." As this is not a commonly known term for prospective students, use "Year" in external-facing documents instead.

We hyphenate when this is used as a compound adjective; for example, "I'm studying a part-time course," but "You can study this course part time."

Postgraduate Certificate of Education. Note: This should not be confused with PGCert.

Postgraduate Certificate. Note: This should not be confused with PGCE.

Postgraduate Diploma.

Doctor of Pharmacy.

Doctor of Philosophy. Use “DPhil” to refer to an Oxford PhD. For plural use, use “PhDs”.

Note the capitals.

Formerly the Systems Engineering Building.

One word.

One word, lower case. We do not use the “PG” abbreviation.

Professional Risk Managers’ International Association.

We use program only as a computing term; for example, “This is a new computer program.”

We use programme internally to refer to a programme of study at the University; for example, “You may choose a variety of modules within your programme” and “The School offers several programmes in this subject area.”

We refer to our degrees as courses when communicating with external audiences, such as prospective students and applicants, as they are more familiar with this term.

We also use programme to mean television programme.

Note that Henley post-experience courses are referred to as “programmes”.

Note the use of two hyphens and capitals at the start of each word.

The University has three Pro-Vice-Chancellor positions:

Pro-Vice-Chancellor (Research and Innovation)

Pro-Vice-Chancellor (Teaching and Learning)

Pro-Vice-Chancellor (International and External Engagement)

The Pro-Vice-Chancellor announced a series of changes.