

Style guidelines

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Nearly everyone at Goldsmiths communicates with people from a wide range of experiences and backgrounds, so it's vital that we use plain, concise language, and a consistent style to communicate in a positive, accessible and informative way.

Our communications should aim to reflect the values which lie at the heart of Goldsmiths, as expressed in our Mission and core values, reflecting our commitment to equality and diversity. These are on the website at www.gold.ac.uk/rebrand/mission.php

Our guidelines use the Plain English recommendations:

- Keep your audience in mind, and adapt your tone and language to suit
- Avoid stilted, formal language, and consider adopting a more conversational style, without being patronising

For example:

- You will need to pass a test.
- The student will be required to pass a test.

- Avoid using jargon. For example, terms that are familiar to academics, but perhaps not to potential students – such as 'accreditation', 'learning agreement', 'award-bearing' – should be explained
- Don't use acronyms (eg GTTR, TDA, HE) without explaining them
- Use 'inclusive' terminology and ensure that you are culturally aware
- Always refer to prospective students in the second person, ie 'you', and not the third person

For example:

- You study four core courses and two options.
- Students study four core courses and two options.
- The degree studies four core courses and two options.

Further information

There is helpful information on the following websites:

Equality Challenge Unit:
www.ecu.ac.uk/resources/goodtalking/

Plain English Campaign:
www.plainenglish.co.uk/guides.html/

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Goldsmiths' name, address, website and telephone number must be clearly incorporated into all materials which may be used for external purposes:

Goldsmiths, University of London
New Cross
London
SE14 6NW
tel 020 7919 7171
[or +44 (0)20 7919 7171 if the materials are likely to be used outside the UK]
www.goldsmiths.ac.uk

Goldsmiths' full name is:
Goldsmiths, University of London.

The apostrophe is no longer used in the name, except where indicating possession, eg Goldsmiths' reputation.

- [Goldsmiths, University of London](#)
- Goldsmith's, University of London
- Goldsmiths', University of London
- Goldsmiths University of London
- Goldsmiths University
- Goldsmiths College
- Goldsmith's College
- Goldsmiths' College

- [New Cross, London SE14 6NW](#)
- [New Cross
London SE14 6NW](#)
- [New Cross
London
SE14 6NW](#)
- Lewisham Way, SE14 6NW
- London SE14 6NW

- www.goldsmiths.ac.uk
- www.gold.ac.uk
- http://www.goldsmiths.ac.uk

www.gold.ac.uk is the URL (Uniform Resource Locator - web address) of the current intranet/internal site, which will eventually be incorporated into www.goldsmiths.ac.uk

'http://' should be omitted from URLs, except where the URL doesn't start with 'www' - eg <http://images.gold.ac.uk/>

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Full stops (full points) should not be used after titles, headings, sub-headings, paragraph headings or in postcodes or abbreviations:

- A N Other
- SE14 6NW
- A.N. Other
- S.E.14 6.N.W

Departmental titles should be listed in full, apart from on stationery:

- Department of Media and Communications

The preferred format is above.

- M&C Dept
- Media
- Media Comms

Do not punctuate qualifications, including degree titles:

- BA/BSc/MMus/PhD etc
- B.A. or B A etc
- BA, MA,

Do not use hyphens or brackets in telephone numbers, except in the international version:

- 020 7919 7171
- +44 (0)20 7919 7171
- 020-7919-7171
- 0207 919 7171

Dates should be shown as follows:

- 1 June 2009
- 01.06.09
- 1st June 2009
- June 1st 2009
- 1 June '09
- June 1 2009

If materials are being used internationally, please contact the International Office, e-mail international-office@gold.ac.uk, for advice on how dates should be shown.

A small dash or en-dash [-] should be used when showing academic years, with no spaces (not a [—] or a slash [/]). Use the minimum number of digits:

- 2008-2009
- 2008-09
- 2008—2009
- 2008/2009