Style Guide

For consistency and clarity of communications, John Readings requires all internal documents to conform to the following requirements of style. All employees of John Readings are expected to ensure their documents incorporate the following standards.

As a general rule, for clarity of communications, John Readings favours clean and simply presented documents.

General Style Requirements

Page Layout

|  |  |
| --- | --- |
| Header and Footer | The footer should include the page number and number of pages on the right-hand side of the footer.  The document date should appear on the left-hand side of the footer. |
| Templates | All internal documents must be prepared using the relevant template. |
| Company logo | The John Readings Company logo should appear in the top right side of the header. |

Fonts

| Text type | Details | Sample |
| --- | --- | --- |
| Heading 1 | Avenir LT Std 16pt, Bold. Title Case.  Paragraph spacing: 18pt before and after, single line spaced, underlined using bottom border. | Heading One |
| Heading 2 | Avenir LT Std 14, Bold. Title Case.  Paragraph spacing: 18pt before, 6pt after, single line spaced. | Heading Two |
| Heading 3 | Avenir LT Std 12pt, Bold. Sentence case.  Paragraph spacing: 12pt before, 6pt after, single line spaced. | Heading three |
| Normal | Avenir LT Std 11pt.  Paragraph spacing: 6pt before and after, single line spaced. | Normal |

Logo

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| --- | --- | --- | --- | --- |
|  | | | **Full logo:**  Should be used in the first instance. | |
| **John Readings** | | | **Icon only logo:**  Should be used in cases where full logo is already present and prominent and is being repeated or used as a watermark. | |
| **John Readings**  Bookstores | | | **Text only logo:**  To be used sparingly where regular logo may not print correctly and/or where sub-branding is required i.e. ‘Bookstores’, ‘Warehouse’, ‘Online’ etc.  ‘John Readings’ 26pt, 0pt before, 6pt after, single line spaced, bold ‘Bookstores’ 11pt, 6pt before, 0pt after. | |
| Positioning | The logo should always be positioned on the right-hand side of header. | | | |
| Colour | The logo should be used in colour, where possible. The only other permissible uses of colour with the logo are: | | | |
| Black and white | Greyscaled and washed out | |  |

Language Requirements

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| --- | --- |
| Australian English | Ensure when word processing, language is set to ‘English (Australia)’  Preferred reference: *Macquarie* dictionary. Use the first spelling option listed in entries in *Macquarie* dictionary. |
| Plain English | Avoid pompous and unnecessary words.  Use concise and correct language.  Explain all jargon where it is unavoidable.  Spell out all acronyms at first appearance. |
| Tone | Formal in most communications; informal is permissible in some email communications. See *Email* in *Special Document Requirements.* |
| Gender-specific language | Avoid using gender-specific language such as ‘chairman’, ‘male’, ‘authoress’. Use ‘chairperson’. Replace ‘his’ or ‘hers’ with ‘they’. |
| Capitalisation | Use capital letters for proper nouns and acronyms. Do not use capital letters to emphasise text. |
| Numbers | Use the ‘ten rule’, i.e. spell numbers out in words from one to ten, then use digits, e.g. ‘14’. Use a space if there are five or more digits, e.g. 55 000 or 555 000. Use words for numbers at the sentence beginnings. Use digits for dates, times, phone numbers, addresses, measurements and sums of money.  Exceptions – number ranges, for example 1–2 days |
| Dates | Write months out in full, Day Month Year, with no punctuation. Example: 2 September 2020   * Day: Use numerals with no suffixes, e.g. do not include the ‘nd’ in ‘2nd’. * Month: Spell out whole month, e.g. ‘September’ not ‘Sept’. * Year: Use four-digit year, e.g. 2019 not 19 |
| Punctuation | Minimum punctuation to be used. The use of plain English will make your sentences simpler and reduce the need for complicated punctuation.  Do not use exclamation marks and avoid repeated punctuation, e.g. ‘???’. |
| Check names | Make sure you check that you have spelt all names correctly prior to sending or distributing your communication. |

Tables

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| On occasion, you may need to isolate material, or present it in a visual way.  Tables should be used consistently and should be presented simply and cleanly, as shown:   * border lines should be:   + Thin,   + Grey. * header rows and columns:   + No shading,   + Titles, where required, presented in bold and  in sentence case,   + Header rows should repeat if table spans multiple pages. * Cell text to be plain, matching the ‘Normal’ style, * Table rows should not break over pages. | |  |  |  | | --- | --- | --- | |  | **Column 1** | **Column 2** | | **Row 1** | Text | Text | | **Row 2** | Text | Text | | **Row 3** | Text | Text | |

Specific Document Requirements

Letters

|  |  |  |
| --- | --- | --- |
| Content and Presentation | | |
| Structure | Header,  Address block,  Greeting line,  Content,  Signature block. | |
| Header | Letter headers must always include:   * the John Readings Company logo:   + Full logo,   + Positioned at the right side of header,   + On the first page only, * A date, which should be the date upon which the letter was signed and sent, * Company details and address left justified and as shown below:   **John Readings** 500 - 550 Challenge Lane SYDNEY NSW 2001 Ph: 02 9234 5678 Fax: 02 9234 5679 www.johnreadings.com.au | |
| Greeting line | Letters should always use the salutation ‘Dear Mr’ ‘Dear Ms’ or ‘Dear Dr’ (as appropriate) followed by the addressee’s last name, unless the sender personally knows the addressee, in which case their first name can be used (e.g. ‘Dear Bob’). | |
| Letter content | Bulleted lists | Bulleted lists should:   * Have line spacing values before and after of 3pt, * Start each point with a capital letter, * Contain no punctuation, * Not allow bulleted lists to run across multiple pages.   Bulleted lists should contain no more than two levels:   * Level one should have:   + An indent of 0.5cm,   + A hanging indent of 0.5cm. * Level two should have:   + An indent of 1.5cm,   + A hanging indent of 0.5cm. |
| Numbered lists | Numbered lists should:   * Have line spacing values before and after 3pt, * Start each point with a capital letter, * Contain no punctuation.   Numbered lists should contain no more than two levels:   * Level one should:   + Use Arabic numbers,   + Ave an indent of 0.5cm,   + Have a hanging indent of 0.5cm. * Level one should:   + Use alphabetical characters,   + Have an indent of 1.5cm,   + Have a hanging indent of 0.5cm. |
| Colour | Do not use colour for fonts or highlighting unless directed. |
| Tables | Use tables where noted in templates and presented as noted in this guide.  Table rows should have headings. |
| General | Do not indent text.  All text to be left justified.  Language to be set to English (Australian). |
| Signature block | Letters should always be signed ‘Yours sincerely’ followed by the signatory’s name and job title in bold format (Signature Block).  If documents are attached, letters should indicate this by use of the term ‘enc.’ directly beneath the Signature Block.  If other parties will also receive a copy of the letter, this should be indicated beneath the Signature Block by use of the term ‘cc’ followed by the full names of the parties. | |

Spreadsheet Templates

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| Content and presentation | | |
| Structure | Spreadsheets must be designed so that they can be printed on a single A4 page; landscape or portrait. | |
| Content | Data entry | Dates should be entered as short date form.  Columns for entry of cost data should be formatted to: *accounting.* |

Memoranda

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| --- | --- | --- |
| Content and presentation | | |
| Structure | To:  From:  Re:  Date:  Purpose:  Background:  Action taken:  Recommendations:  Contact details  Signature with title | |
| Header | Memorandum headers must always include:  the John Readings Company logo:  Full logo,  Positioned at the right side of header,  On the first page only. | |
| Memo content | Use bulleted lists | Bulleted lists should:   * Have line spacing values before and after of 3pt, * Start each point with a capital letter, * Contain no punctuation, * Not allow bulleted lists to run across multiple pages.   Bulleted lists should contain no more than two levels:   * Level one should have:   + An indent of 0.5cm,   + A hanging indent of 0.5cm. * Level two should have:   + An indent of 1.5cm,   + A hanging indent of 0.5cm. |

Emails

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| --- | --- | --- | --- |
| Content and Presentation | | | |
| Structure | Greeting,  Message,  Farewell,  Email signature. | | |
| Message content | Text | Be brief, emails should be used for quick communication.  Break separate concepts/discussion points into separate lines/paragraphs so they can be seen.  While email is a less formal communication than letter, remember it is still a business communication, do not write or send anything via email you wouldn’t say to the recipient in person!  Make text a little larger, around 12pt, to make on-screen reading easier for your recipient.  Don’t use common internet acronyms in emails, such as ‘LOL’ or ‘BRB’; use proper English, with fully constructed sentences. | |
|  | Colour | Do not use colour for fonts or highlighting unless directed. | |
|  | Images | Do not use images unless directed. | |
|  | Signature | | Signatures must include the following:   * Your name, * Your position, * Company address, * Your direct phone line, * Your email address written out, * Company fax number, * Company website url, * Privacy disclaimer, * Environmental disclaimer. |
|  | | **Note:** Between 1 December and 7 January each year, all emails should instead use the company’s Christmas signature, which includes all of the above material, but contains a ‘Season’s Greetings’ image at the top. If unsure requirements should be confirmed by the Marketing dept. |
| Attachments | | Attachments should not be embedded in the body of the email and attached properly in the first instance. |

Meeting Agendas

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| --- | --- | --- |
| Content and presentation | | |
| Structure | Welcome/open meeting,  Meeting preparation,  Apologies for any absences,  Approve minutes of the previous meeting,  Matters arising from the previous meeting,  Agenda items,  Any other business,  Arrangement of next meeting,  Close meeting. | |
| Header | Agenda headers must always include:   * The John Readings Games Company logo:   + Positioned at the left side of header,   + On the first page only. * Date, time and location of meeting, * Chair and Minute-Taker, * Title of meeting, * Attendees. | |
| Content | Text | All language should be clear and concise.  All required reading and preparation has been noted.  Ensure all agenda items have been included.  All action arising from previous meeting has been noted.  All attendees and apologies have been noted.  Duration for discussion has been allocated. |

Meeting Minutes

|  |  |  |
| --- | --- | --- |
| Content and presentation | | |
| Structure | (Mirrors the agenda structure),  Welcome/open meeting,  Meeting preparation,  Apologies for any absences,  Approve minutes of the previous meeting,  Matters arising from the previous meeting,  Agenda items,  Any other business,  Arrangement of next meeting,  Close meeting. | |
| Header | Minutes headers must always include:   * The John Readings Company logo:   + Positioned at the left side of header,   + On the first page only. * Date, time and location of meeting, * Chair and Minute-Taker, * Title of meeting, * Attendees. | |
| Content | Text | All language should be clear and concise.  Ensure all agenda items have been included, and all other business has been noted. |

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| --- | --- |
| Policy Owner | Operations |
| Approved by | Operations Manager |
| Date | March 202x |
| Review Due | March 202x |