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We want our output to be the best it can be.

Both the content and the way the content is presented should be high quality. Inconsistencies and inaccuracies in our written work can distract from our intended communication.

Here is a guide to help when writing for SRA.

It doesn't cover everything. When a convention isn't supplied, aim for consistency within any one document.

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Using our name in text

	Incorrect	Correct
<p>We can use our company name in two ways:</p> <ol style="list-style-type: none"> 1. SRA Architects 2. SRA <p>When you choose which one to use, be thoughtful about the intended reader. Ensure they are clear about who we are.</p>		<p>SRA Architects</p> <p>SRA <i>(use the abbreviated version when we are confident the reader knows that we are architects.</i></p> <p>OR</p> <p><i>If we have made previous reference to SRA Architects in the text)</i></p>
<p>Other uses of the SRA Architects name</p> <p>SRA Architects LLP – used only in legal contexts where our business status is relevant</p>		
<p>When referring to the Practice in body text without using the full name, the word ‘practice’ should carry an initial capital.</p> <p>When referring to practices in general, use lower case.</p>	<p>the practice</p>	<p>the Practice</p>
<p>When referring to SRA in body text use the plural form of the verb to be.</p>	<p>SRA is SRA was</p>	<p>SRA are SRA were</p>

Specific points, addresses, area names

General points

	Incorrect	Correct
Do not use hyphens in telephone numbers. Use brackets only for clarification of alternative digits in international dialling codes.	01225- 827 444 (01225) 827 444	01225 827 444 +44 (0)1225 827 444
Do not include 'http://' in web addresses unless the address doesn't begin with www in which case 'http://' must be prefixed. SRA web address uses no 'www' . When referencing others' web address include 'www'	http://www.sra-architects.co.uk	sra-architects.co.uk www.architecturecentre.co.uk
Express 'email' as one word (no hyphen), using upper case 'E' only when at the start of a sentence. Email can be used as both a verb and noun.	E-mail e-mail	Email email
Express 'online' as one word.	on-line	online
Express 'website' as one word with lower-case initial.	web site Web site web-site	website
Avoid the use of fully capitalised headings/text. Capitals are harder to read and impede comprehension. Use bold or italic to emphasise text and/or increase the size of the heading.	HARD-TO-READ HEADING THIS TEXT IS HARD TO READ	Easy-to-read heading People recognise words more easily by their letter shapes.

Addresses

	Incorrect	Correct
Addresses should be written in full (no abbreviations) and carry the postcode. Don't use punctuation between post town/city and postcode. Don't use punctuation at the end of each line of a stacked address. When the address appears in continuous text, use commas where the lines would normally break.	SRA Architects, The Ice House, 124 Walcot Street, Bath, BA1 5BG.	SRA Architects The Ice House 124 Walcot Street Bath BA1 5BG 124 Walcot Street, Bath

Area names

	Incorrect	Correct
Area names including points of the compass should carry an uppercase initial	south Yorkshire the west midlands western Australia	South Yorkshire the West Midlands Western Australia
Points of the compass not used as part of an area name <i>should not</i> carry an uppercase initial	the South of Scotland	the south of Scotland

Times and dates

	Incorrect	Correct
When writing dates in text, do not follow the number of the day with 'th', 'st' or 'nd'. If including the number <i>and</i> name of day, separate them with a comma.	22nd July 2002 July 22nd 2002 22nd July '02 July 22 2002	22 July 2002 Monday, 22 July 2002
Times should be written respecting the guidelines for abbreviation of measurements (see page 5). Numbers should not be written or feature O'Clock.	5 pm five o'clock 5 O'Clock	5pm 5.00pm
Use the minimum number of digits when referring to years. When referring to an academic or financial year , use an oblique (/). When referring to a span across two calendar years use a hyphen without spacing.	2001/2002 2001-02 2001 — 2002	2001/02 2001-02
In straight text, write out centuries in full, and hyphenate when they are used as adjectives.	19th century 17th-century	nineteenth century seventeenth-century
Use spaces when referring to BC or AD	200BC AD1993	200 BC AD 1993

Numbers

	Incorrect	Correct
<p>Numbers up to ten should normally be spelled out in full, ie there are eight spaces, but print '10 to 100', not 'ten to 100'.</p> <p>However, figures should be used for statistics, money, weight, measurements and ages.</p> <p>Numbers can be written as figures in web content.</p>	<p>There are 29 bays, 1 reception desk and 9 sales desks.</p>	<p>There are 29 bays, one reception desk and nine sales desks.</p> <p>The charge will be either £75.50 or £92.</p> <p>The building is 6 years old.</p>
<p>'Per cent' should be written as figures not two words in full.</p>	<p>Ninety per cent</p>	<p>90%</p>
<p>Numbers over four figures should carry a comma.</p>	<p>4285</p>	<p>4,285</p>
<p>Million should be written in full except when it is monetary value.</p>	<p>15 million</p>	<p>15,000,000 £15m</p>
<p>Decimal points should be preceded by a digit.</p>	<p>.345</p>	<p>0.345</p>
<p>For currency, use either £ or p, but not both.</p>	<p>£3.50p</p>	<p>£3.50 56p</p>
<p>Spaces should normally appear between figures and abbreviated measurements.</p>	<p>5mm 10cm 3fl oz</p>	<p>5 mm 10 cm 3 fl oz 90 sqft</p>
<p>Do not use spaces for %, temperatures or times.</p>	<p>6 % 30° F 50° C 9 am</p>	<p>6% 30°F 50°C 9am</p>

Job titles

	Incorrect	Correct
Titles and ranks are lower case unless they are used before a name, as a name, or in forms of address.	The Chief Executive of the company, Eric Thomas, said...	The chief executive of the company, Eric Thomas, said...
	chief executive, Eric Thomas, said...	Chief Executive, Eric Thomas, said...

Qualifications

	Incorrect	Correct
Titles and qualifications should not carry full stops or spaces within them. Where qualifications appear after a name, they should be separated by a space but no comma.	B.A. BSc. BSc (Hons) BSc, MArch, RIBA Ph.D Pg Dip. Mr. Ms. Miss. Jones Prof. LLP. F.R.I.C.S.	BA BSc BSc(Hons) BSc MArch RIBA PhD PgDip Mr Ms Miss Jones Prof LLP FRICS

Full stops, hyphenation, italics, quotation marks

Full stops

	Incorrect	Correct
Full stops should not be used after headings, subheadings, paragraph headings etc.	Page heading.	Page heading
Minimise use of full stops in abbreviations. Use only for clarification or to avoid misinterpretation, (eg 'no' meaning 'no' and 'no.' meaning 'number').	e.g. e.g	eg

Hyphenation

	Incorrect	Correct
Keep hyphenation to the minimum needed to avoid ambiguity. Distinguish between 'four year-old buildings' and 'four-year-old buildings'. Words such as 'masterplanning' and 'bypass' can be run together and written without a hyphen.	master-planning by-pass	masterplanning bypass

Italics

	Incorrect	Correct
Italicise Latin names, foreign words, ship names and titles of periodicals, works of art, films, plays, newspapers and books rather than using quotation marks.	'The Times' Architects' Journal	<i>The Times</i> <i>Architects' Journal</i>
Use italics (not underlines) to emphasise occasional words in text.	Do <u>not</u> run.	Do <i>not</i> run.

Quotation marks

	Incorrect	Correct
Use the correct open/closed inverted commas/quotation marks. Client quotes can be put in quotation marks, and also italicised. State who made the quote.	"quotation"	'quotation' <i>"I think the building is excellent."</i> - Client Name

Abbreviations, acronyms, referencing

Abbreviations

	Incorrect	Correct
Use of abbreviations should be kept to a minimum. When they are used punctuation should also be kept to the minimum — see examples on the right.	eg. or e.g. ie. or i.e. etc. or e.t.c. pp. or p.p.	eg ie etc pp
Measurements should be treated similarly, with no full stops.	m.p.h. a.m. p.m. cm. mm. min. hr.	mph am pm cm mm min hr
Geographical abbreviations follow a similar style	U.K. U.S.A. U.A.E.	UK USA UAE
Points of the compass should not be abbreviated in straight text and generally carry lower-case initials (see also Area names).	North, South, East, West N, S, E, W n, s, e, w	north south east west

Acronyms

	Incorrect	Correct
Acronyms should be set in capitals and should have no full stops and spaces between letters. Acronyms should be avoided, where possible. The name should be written in full the first time followed by the acronym in brackets.	A.O.N.B	AONB

Referencing

Use Harvard referencing systems (useful tool: http://libweb.anglia.ac.uk/referencing/harvard.htm)
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