

Top ten website style guidelines

It's important to keep editorial style consistent across the Kent website because it helps to maintain the University's professional and academic credibility, and brings the various sections of the site together as a cohesive website. The University's complete web editorial style guide can be found at: www.kent.ac.uk/cm/guidelines/web/

However, here are our top ten style guidelines to get you started (with references to relevant sections of the complete web style guide)....

1. Sentence case

The University's house style is to use sentence case in headings, titles, menu links, etc. Sentence case puts all words in lower case except for the first letter of the first word; names; proper nouns; abbreviations and acronyms. So that's 'Top ten style guidelines' and not 'Top Ten Style Guidelines.' See 'Sentence case' in the web style guide.

2. Headings

Keep headings on one line and never include punctuation (such as a full stop or colon) at the end. See 'Headings and sub-headings' for more information. See also 'One-line rule (wrapping)'.

3. University of Kent

It is important to refer to the University and our locations correctly. The University should be referred to as the University of Kent, Kent, or the University (capital 'U'). Do not write UoK, UKC or UKM. Also, we are 'the UK's European university' (small 'u' on university). See 'University of Kent' for more information.

4. Academic qualifications

Note: it's Bachelor's degree/Master's degree (with an apostrophe). For guidelines on other common qualifications see 'Academic qualifications'.

5. Formatting

Bold and italics have their place but they should be used correctly. If they are used too much on a single page they lose their impact and purpose. See 'Bold', 'Italics', 'Latin' and 'Titles (publications and media)'. Never use underlining for emphasis because underlining is reserved for hyperlinks only. See 'Underlining'.

6. To cap or not to cap?

Capitalise proper nouns, that is, names of *specific* people, organisations, places, events, etc. Do not capitalise common nouns (a *general* class of people, organisations, places, events, etc). For example, the word 'university' is capitalised when referring specifically to the University of Kent, as in 'the University has 500 study bedrooms' but it is not

capitalised when referring to universities generally, as in ‘several universities offer courses in English.’

For general rules on capitalisation, please see ‘Capitals’ and ‘Block capitals’. Also see the following entries:

- Colleges
- Departments
- Events (Open Day, Welcome Week, Clearing, etc.)
- Faculty
- Schools
- Subjects and courses
- Titles (personal and job titles)

7. Contacts

For consistency, the words ‘Contact us’ should be used in menus instead of, for example, ‘Contact’ or ‘Get in touch’. For information on how to format contact details see: ‘Contact details’, ‘Email addresses’, ‘Telephone numbers’ and ‘Web addresses’.

8. Time and dates

The online house style is to write the time using the 24 hour clock, eg 16.15. Dates are written as day, date, month, year (without punctuation), eg Monday 1 January 2011. See ‘Time’ and ‘Dates’.

9. Titles

There are several rules about formatting different types of title. See ‘Titles (lectures and conferences)’, ‘Titles (personal and job titles)’, ‘Titles (publications and media)’.

10. Web terminology

Here’s how to format some common web words:

- email (no hyphen)
- website (one word)
- webpage (one word)
- online (one word)
- log in (to log in) but login (a login)
- FAQs (not FAQ, faqs, faq, FAQ's etc.)
- pdf (lower case)
- doc (lower case)
- KB / MB (upper case).

See ‘web terminology’.