

# Taikura – Quality Management System

## T4-R2 Style Guide

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### Introduction

The Style Guide defines the approved style for the institutions that:

- creates consistency within and between documents of branding, visual style and tone
- promotes the professional image of the institutions
- provides clarity about what is expected of writers

It reflects modern publishing trends, that include simplifying and reducing the use of punctuation and capital letters and, at times, using vernacular rather than traditionally correct grammatical constructions.

The Style Guide covers material produced by staff for marketing, learning and teaching, student information and information beyond the institutions. It promotes the standards for written materials, including:

- correct grammar and spelling
- clear and coherent structure
- key points in a logical order
- concise headings and sub-headings in each section
- accurate referencing
- careful editing
- proof-reading by a person other than the writer (preferably)

Where options in style are offered, it is important that the style chosen is maintained throughout the document.

## Protocols

The protocols in this section are mandatory.

For all written material, including online, write the legal name of the institution on first use and thereafter, use the abbreviated name.

Legal Name	Trading Name	Abbreviated Name	Māori Name
Whitireia Community Polytechnic	Whitireia New Zealand	Whitireia	Te Kura Matatini o Whitireia
Wellington Institute of Technology	WelTec	WelTec	Te Whare Wānanga o te Awakairangi
Whitireia New Zealand Limited		WNZL	
Whitireia New Zealand Limited	Computer Power Plus	CPP	

When referring to the Strategic Partners use 'institutions' not 'institutes'.

Use te Tiriti o Waitangi (not the Treaty of Waitangi). The institutions' commitment is to the Māori version of the Treaty and using the Māori title reflects that.

## Māori

This section is a guide to using Māori within English language documents.

The Māori Language Commission orthographic conventions page and Ngata Dictionary are useful online references.

Normal typeface	Keep Māori and Pacific words in normal type (not in italics).
Plural	Words in plural form have no 's' on the end. Example: Many Māori were present (not Māoris)
Apostrophe	Apostrophes are not used in Māori for possessives. Example: Whitireia staff
Use of te	<i>Te</i> is an article and it should not be prefaced with <i>the</i> in English. <i>Te</i> does not need to be capitalised unless it begins a sentence. Example: '...incorporate te Tiriti o Waitangi in ...'
Macron	Use the macron (not a double vowel). Example: hāngi not haangi
Translation	For translation, or language phrases for learning, use the following: The Māori version is in normal, left-aligned. The English version is in italics, to the right of the Māori version. Example: Āmine <i>Amen</i>  Where institutions have both English and Māori names, use both. Example: The National Library of New Zealand, Te Puna Mātauranga o Aotearoa

## Abbreviations

Abbreviations are standardised short forms of words or phrases. Full stops are not used after an abbreviation. There are no spaces between a person's initials.

Academic honours	Post-nominals are listed after the person's name. There is no full stop or space between the letters of the post nominal. In general, the higher the honour the nearer it is placed to the person's name. Example: Dr AM Morgan PhD, MA, BA
Acronyms	An acronym is a word made up of capital letters, each letter being the initial of a word in a name. Write acronyms in full on first use, with the abbreviated form immediately following in brackets. There are no full stops between the capital letters. Example: New Zealand Qualifications Authority (NZQA) After this use the shortened form only.
Initialisms	An initialism is made up of capital letters; each letter being the initial letter of a word. Each initial is pronounced. Write in full on first use, with the abbreviation in brackets. There are no full stops between the capital letters. Example: Learning Management System (LMS) After this use the shortened form only.
Page numbers	When referring to page numbers, write page or pages in full, within a sentence, except for quotations or references, when an abbreviated formatting is used. Refer to the latest edition of APA referencing.
Other abbreviations	e.g., i.e., etc. Write words out in full where possible. Example: The book includes extra material. For example, graphs are used to model the trends identified in the study. Avoid the use of ampersand (&) in general text. It may be used in tables and figures when there are space restrictions. Use in reference lists as required.

## Capital Letter

Use a capital for each of the following:

Proper name, beginning of sentence, specific trade name	Example: These students, including Lily, are enrolled in the Information Technology degree at WelTec in Petone.
Referring to specifics but not generics	Example: A school usually has a playground. Wellington High School is in the heart of Wellington.
The first word of spoken speech within a sentence	Note that the second part of a broken sentence does not begin with a capital letter. Example: When asked how the exam went, "It was difficult," she hesitated, "but I did my best."

## Content

Consultation	Consider with whom to consult
Structure	Order the message to suit the audience and the goal: <ul style="list-style-type: none"> <li>• State the purpose</li> <li>• Start with the most important information</li> <li>• Eliminate unnecessary content</li> <li>• Include background information where necessary at the end</li> </ul>

## Font

Font theme	The recommended font in the body of documents is Arial, black.
Size	Use 11 point for standard text. Use 8 point font for headers and footers.
Italics	Use <i>italics</i> for emphasis – to highlight a specific word or phrase within a sentence Example: It is important to follow the <i>rules of grammar</i> .
	Scientific names Example: <i>Amaryllis belladonna</i>
	Foreign words or phrases not commonly used in English, that is, those not found in the Oxford Dictionary
	Newly introduced terms in the text Example: The way in which middle pages stick out when a book is bound together, if not compensated for by <i>shingling</i> , is known as <i>page creep</i> .
	Parties in cited law cases Example: <i>Smith v Jones</i>
	Titles of films, books, magazines, plays, short stories, poems Example: <i>As You Like It</i> , by Shakespeare, is an entertaining play.
Underline	Underline is not used in documents, except for websites and email addresses where it displays automatically.

## Language

Plain English	Clarity is the main goal. Write short sentences, averaging fewer than two printed lines. Consider readers and adapt writing to their needs. Minimise lengthy text and details that add little value. Pay attention to design and layout as much as to language. Use New Zealand English. Check on consistency and accuracy of the text.
Active voice	Write in the active voice. Verbs have two voices: active and passive. We speak mostly in the active voice, but often write in the passive. If the subject does the action, the verb is active. If the action is done to the subject, the verb is passive. Example: Active: The tutor assisted the student. Passive: The student was assisted by the tutor. Statements in the passive voice are often wordy, misleading and hard to read. The 'it is' construction conceals rather than makes it clear who is doing what. Example: Passive: It is recommended that the report be amended. Active: The committee recommends that the authors amend the report.

Inclusive language	Use language that is inclusive of all; regardless of gender, race or ethnic origin, physical or intellectual ability, sexual preference or age. Rewriting or recasting a sentence may ensure that your writing is inclusive of all people. Sometimes there are situations where it is appropriate to write about a specific group. In case studies and scenarios, aim for gender-neutrality by naming the group or using the second person. Example: Students/staff/tutors can use the gym. OR You can use the gym.
Jargon	Jargon is technical or specialist language that is understood by members of a profession or group, but often unintelligible or meaningless to others. If you cannot avoid jargon, clearly explain terms when they are first used or list them in a glossary.
e-terminology	New words are being invented to cope with technology, When and 'e' is added before a work to mean 'electronic', insert a hyphen. The exception is email. Example: e-learning
Hyperlinks	Use the link only once on a page. Use link text that is a concise accurate description of the link destination.
Website	Where a document is intended for the website follow the e-Government guidelines.

## Lists

Numbered lists	Use numbered lists when there is a sequence to be followed or when items are prioritised in order of importance.
Bullet points	Use bulleted lists for related items where the sequence is not important and the items carry the same weight. They tend to have more impact if their text is relatively short. Make sure that you: <ul style="list-style-type: none"> <li>• use a lead-in line ending with a colon</li> <li>• complete the lead-in line for each bullet</li> <li>• do not put 'or' or 'and' after the bullets</li> <li>• add links within the text and not as the whole bullet</li> </ul> If each item in the list is a complete sentence, use a full stop at the end. Example: The committee came to two important conclusions: <ul style="list-style-type: none"> <li>• Officers from the department should investigate the feasibility of developing legislated guidelines for future investigations.</li> <li>• Research should be funded in the three priority areas.</li> </ul> Where the bullet items are not complete sentences, do not use punctuation at the end of the item. Use the same grammatical form (part of speech) running on from the lead-in line. Example: To write effectively, you must be clear about the: <ul style="list-style-type: none"> <li>• message you are communicating</li> <li>• audience you are targeting</li> <li>• medium you are using</li> <li>• result you are anticipating</li> </ul>

## Logo

Refer to Marketing for logo use and placement instructions.

## Numbers

Words for numbers	For numbers from one to nine within a sentence, except when used with numbers greater than nine in the same context (three or more items are a list) Example: You need one fine tip pen and two pencils. There were 7 men and 20 women.
	To begin or end a sentence Example: Three members voted.
	Where two consecutive numbers are used Example: There were two 3-tonne trucks.
	With fractions standing alone (i.e. half, quarter) Example: About half of the paper was used.
	For ordinal numbers (second, third, etc.) except when writing the date Example: This was her second attempt. Example: The attempt was made on 2 May 2050.
	With percent in a narrative text, except when the text has other symbols Example: Five percent of the population voted. Example: It cost \$1500 and comprised 21% of the total.
Figures for numbers	In stating time Example: 10:30 pm, 0825hrs
	When numbers are part of a list (three or more items) Example: She had 3 cats, 2 dogs and 6 goldfish.
	In stating ages Example: She was 7 years old.
	For dates Example: 23 January 2004, the 1990s
	Decimals less than one always have a zero before the decimal point Example: 19.5, 0.56
	For addresses Example: Flat 2/24 Queen Street
	For page numbers Refer to abbreviations
	For money Example: \$5.80, 25 cents
	When a noun is followed by a number Example: row 7, section 8, seat 57

## Page and document layout

### Letter

Date	Type in full – day, month, year with no comma or full stop Keep date on one line (use hard space – Ctrl, Shift, spacebar)
Address Post Office Box or Private Bag	No space between P and O, no space between the numerals and no street

	<p>address</p> <p>Examples:</p> <p>Private Bag 13 Fendalton Christchurch 8052</p> <p>PO Box 65435 Auckland 1050</p>
Rural delivery	<p>No space between R and D</p> <p>Example: RD 1</p>
Street address with a unit number	<p>No space between the number and the letter</p> <p>Example: 3A/123 Rata Place</p>
Email letter	<p>Leave a line after the internal address, and add: Sent by email: email address</p> <p>Or, in lower case: by email: email address</p> <p>Three enters before the salutation (greeting)</p>

### Body of letter

Paper	Use letterhead for the first page and plain paper, or paper with just the logo footer, for continuation pages.
Alignment	Align to the left (all lines starting at left margin).
Placement	Balance letters on the page to ensure there is not too much white space at the foot of the letter.
Confidential	<p>Place one enter (or more) under the inside address so that it shows through on a window envelope.</p> <p>If a formal HR letter, use <b>PRIVATE &amp; CONFIDENTIAL</b>.</p> <p>If not HR related, <b>CONFIDENTIAL</b> is acceptable.</p>
Salutation and close	<p>Show name and title of person where possible. Salutation could be 'Dear Joan' if person is known to you. 'Yours sincerely' (no comma) can be used in this case.</p> <p>Where you do not know the person's name use the title of the person:</p> <p>The Manager Educational Marketing Ltd (address – no fullstops used in address) (3 enters) Dear Sir/Madam (no comma) (2 enters)</p> <p>Yours faithfully (no comma) (6 enters)</p> <p>Name of writer Writer's title</p>
Subject heading	<p>Use <b>capitals</b> and <b>bold</b>. Left align (do not centre).</p> <p>'Re' or 'Reference' is no longer used.</p>
Notations	<p>If an enclosure is attached, use the words 'encl' after the writer's signature block.</p> <p>If the letter is to be copied to another person indicate under the signature block with cc: <i>name of person</i></p> <p>Example:</p> <p>Dr Charles Dorman Chief Executive Officer</p> <p>cc: Sally Jones (<i>font 10 pt</i>) encl</p>

## Document

File/Document name	Use a footer to show the file name or document name, font size 8 pt. Example: T4-R2 Style Guide
Hard hyphen	To keep material joined by a hyphen on the same line, use a hard hyphen. Example: 1–3 Type 1, click Ctrl/Shift/hyphen then type 3.
Hard space	To keep material separated by a space on the same line use a hard space. Example: 23 February 2020 or Mere Bronski Type first word or number, use Ctrl/Shift/space bar, type next word or number.
Headings and subheadings	Use headings and subheadings to: <ul style="list-style-type: none"> <li>organise the content of a document</li> <li>provide pointers for readers</li> <li>make documents easier to follow</li> </ul> Keep headings brief but meaningful. Capitalise only the first letter of the first word of a heading unless a word would normally have an initial capital. Be consistent with heading and subheading style throughout the document.
Headers and footers	Include headers and footers on documents to record page numbers, filename and path, date as required. Footers are 8pt. Page numbers are right aligned.
Margins	The right margin should be set so that when a document is printed it is not wider than the left margin.
Page numbers	Use a footer, right aligned. Page 1 of ... No page number on cover page or contents pages, first page of reports or board papers. In a board paper/report, numbering begins from the first page of information. Put page numbers on each exam page.
Paragraphs	Align to the left margin with a consistent space between paragraphs.
White space	Use white space effectively on documents to display the material in an uncluttered and easily read format. Use space and fonts consistently throughout the document.

## File Naming Guidelines

Consistent	Be consistent; use unique identifiers in naming documents so that all documents can be found easily when listed in the shared drives or within the search function in Atea. Example: Write course/programme code/contract number at the start of the file name
Descriptive	Enable accessibility for current users and future users. If there are abbreviations in the file name, include the full wording in the document properties (metadata) narrative box within Sharepoint when saving.
Limit characters	Use a maximum of 25 characters, including versioning indication, to name a record.
Avoid special characters	Underscore _ or hyphen – are the only special characters which can safely be used in a file name. Examples of characters which if used in a file name could results in lost files or errors: ^?<> {}&\$
Date optional	Date may be used but it can be found in the metadata of a document.
Versioning	Major versions reflect work being distributed for feedback before the final version is created. Minor versions reflect working copies, formatting and spelling corrections.

	<p>For version control use the hyphen as a separator to denote minor version. Example: V1-1</p> <p>Differentiate major version changes. Example V2</p> <p>Sometimes it can be useful to include a version status (e.g. final or draft).</p>
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## Punctuation

Apostrophe ' ,	<p>To show ownership Example: The student's books – denotes ownership by the student of the books (one student) The students' books – denotes ownership by students of the books (more than one student)</p> <p>To represent a letter or letters omitted; not generally used in formal contexts Example: It's important to file all documents for a minimum of seven years. You're doing a great job.</p>
Brackets ( )	<p>To offset material that is not an essential part of the sentence but gives the reader additional information Example: The <i>A4-P4 Assessment Procedures</i> (attached) outline the process what happens.</p> <p>In approved qualification titles Example: Bachelor of Applied Management (Accounting)</p> <p>In study pathways that are not part of the qualification, titles are shown by [ ]. Example: NZ Certificate in Foundation Studies [Social Services].</p>
Colon :	<p>To denote the beginning of a list; sometimes used before a quotation Example: Lynne Truss writes: "Abolish the apostrophe and it will be necessary, before the hour is up, to reinvent it."</p>
Comma ,	<p>To set off a non-restrictive clause or phrase Example: The student, who had not studied previously, was keen to learn a new skill.</p> <p>To mark off direct speech Example: "If you work hard," said the tutor, "you will achieve your goals."</p> <p>Comes after a long phrase that precedes a principle clause Example: If I had known I could learn a new trade, I would have started my studies sooner.</p> <p>To set off transitional words and short statements (especially time-related clauses) Examples: Fortunately, the day was fine. At 2 pm, the alarm sounded and we left the building. On 6 February 1840, te Tiriti o Waitangi was signed.</p>
Dash —	<p>To explain or amplify what immediately precedes the dash or to 'gather up' what comes before or after Examples: There are two kinds of fares – child and adult.</p> <p>Clarity, conciseness and correctness – these are the essentials of effective writing.</p>

	<p>To mark off a phrase that is not essential to the meaning of a sentence but that expands on what has gone before.</p> <p>Example: The eye cannot cope comfortably with too many words – 10 or 12 words per line is ideal – so use a large type size when the line length is long.</p> <p>The key command for dash is CTRL/MINUS, or space hyphen space.</p>
Ellipsis . . .	<p>To indicate omission of words or sentences within quoted matter</p> <p>Example: According to Don Watson in his Death Sentence: The Decay of Public Language, “we should not get cranky or obsessive about words ... there are more important things to think about than what we say and how we say it.”</p> <p>To show continuation of a list</p> <p>Example: You should bring staple foods: bread, butter, milk, cheese, eggs ...</p> <p>To mark a pause in dialogue</p> <p>Example: I think that study is important ... I want to get a good job.</p> <p>End text with something left unsaid, or for the reader to imagine</p> <p>Note: Insert a space each side of the ellipsis, but do not put spaces between each of the three dots. If the ellipsis ends a sentence, do not add a fourth dot as a full stop.</p>
Exclamation mark !	<p>Used at the end of a sentence to express strong feelings or for emphasis</p> <p>Example: That music is driving me crazy!</p>
Full stop .	<p>The full stop is placed at the end of a sentence unless it ends with a question mark or an exclamation point. Use one space between sentences.</p>
Hyphen -	<p>There is no space on either side of the hyphen. A hyphen is used in the following instances:</p> <p>Compound word</p> <p>Examples: audio-visual, cross-credit, well-being</p> <p>Compound adjective (usually followed by a noun)</p> <p>Examples: high-pressure (hose), full-time (worker), on-site (construction)</p> <p>Compound numeral</p> <p>Examples: twenty-four, forty-five, one-hundred-and-three</p> <p>Two or more compounds and a single base</p> <p>Example: ten- and fourteen-year-olds</p> <p>Root word</p> <p>Example: pro-Labour</p> <p>Prefix ending in a vowel and root word beginning with a vowel</p> <p>Example: re-educate</p> <p>To avoid ambiguity</p> <p>Examples: A long, tailed creature ate the fruit. A long-tailed creature ate the fruit.</p>

	<p>To show an association between two things that retain their separate identities Example: purchaser-supplier relationship</p>
<p>Question mark ?</p>	<p>Ends a direct question Example: How was the job interview?</p> <p>In direct narrative, ends a question where the speaker requires an answer Example: The tutor asked, "How was your exam?"</p> <p>Note: If the question is asked in indirect form, the question mark is not used. Example: The tutor asked how my exam went.</p> <p>Indicates uncertainty Example: 1923?–1927</p>
<p>Quotation marks (inverted commas) ‘ ’ “ ”</p>	<p>Can be in 'single' or "double" form The Style Guide recommends double quotes for direct speech and direct quotes in referencing (see referencing section); use a single mark in all other cases.</p> <p>Direct speech Example: "I do not agree with you," said the manager.</p> <p>Words or phrases to show they are being used in a special way Example: 'Hip hop' is a music form that originated in America.</p> <p>Note: For large quotations of more than 3.5 lines (approximately 40 words), indent the whole section of work apart from the main text. Do not use italics or quotation marks. Use an 'in-text' citation to acknowledge the author, year and page number of the quotation (see latest version APA referencing).</p>
<p>Semicolon ;</p>	<p>Separates two independent clauses that could be written in two separate sentences or joined by a conjunction; the second clause usually extends the meaning of the first. Example: North City Plaza is an example of a mall; it contains many shops under the same roof.</p> <p>Used in lists where a longer pause than a comma is needed, or where like items in a list are already separated by commas. Example: The garage sale had all sorts of things: books and magazines; kitchen cutlery, pots and pans and electrical appliances; toys and children's games; bikes, fitness equipment and a blow-up paddling pool; clothes, curtains and bedding; and numerous china ornaments.</p>
<p>Slash (solidus) /</p>	<p>Represents the word per Example: 100 m/sec</p> <p>Separates divisions in an extended date Example: the financial year 2003/04</p> <p>Provides the option of either 'and' or 'or' Example: Students can choose to take the tourism and/or hospitality course.</p> <p>Note: The backslash is only used when recording a file path for computer files. Example: C:\Documents and Settings\All Users\Desktop</p>

	<p>Avoid using slashed or bracketed alternatives such as him/her, he/she, or s/he, by using the:</p> <ul style="list-style-type: none"> <li>• plural pronouns, such as their, with singular nouns</li> <li>• alternative noun or title rather than the pronoun</li> <li>• words that are not sex specific, such as chair (for chairman)</li> </ul>
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## Referencing

APA referencing	<p>It is important to acknowledge the source of all material used in written text, including the written work or 'ideas' of another author, either copied or paraphrased in your own words. Reference work, to protect academic credibility, illustrate research skills and to avoid the problem of plagiarism (showing the work of someone else as original work).</p> <p>The latest manual on the reference style used by the APA (American Psychological Association) is available at each campus library. The institutions have approved guides on how to use this reference style, and these guides are available on the WelTec and Whitireia Library Home Pages.</p>
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## Tables, figures and captions

Tables and figures are used to present numerical information that would be hard to understand when presented in words only. Graphics help the audience understand your meaning. Make sure text and graphics complement each other. Duplicating information in text, figures, graphics and tables is unnecessary.

Text	<p>For figures write the full word if it is at the beginning of a sentence. Examples: Figure 4 shows the difference between the two pipes. Use the abbreviation within a sentence. Example: See Fig. 4 on page 32.</p>
Table caption	<p>The word, number and caption are placed above the table in bold text. The caption has no full stop unless there is more than one sentence. Example: <b>Table 1: Common and Latin names of edible plants</b></p>
Figure caption	<p>The abbreviation, number and caption are placed under the figure. The caption does not have a full stop unless it consists of more than one sentence. Example: Fig. 1 Flowering plant Fig. 2 The flowering plant before the cut. Lines indicate the best place and angle to cut.</p>
Graphics	<p>Tag graphics with 'alternate text' to ensure accessibility by the vision impaired; use words within the graphic or explain the graphic briefly below the image.</p>
Source details	<p>Keep full notes of the source of any figures, tables or graphics. Source notes and copyright information go immediately below the figure, table or graphic (in 8 pt font). Example: Source: Carr, R. Get more energy without piling on the kilos. <i>Health Food Guide</i>. July 2006, p. 23. Reprinted by permission of the copyright holder. Copyright © 2006 Healthy Food Media Ltd., Auckland, New Zealand.</p>