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(website, book, article, etc.)

Univeristy Web Style Guide

The web style guide is your central resource for publishing content to the University web presence and social media channels. How to guides Practical

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advice and guidance on creating, designing and managing content, on the University's content management systems and on social media.

Web | Style guides | University of  
Bristol

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The University of Exeter website comprises a significant number and range of webpages; the design and content of which are targeted to meet the needs of the University's audiences. The Digital Team in Marketing, Recruitment, Communications and Global is

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responsible for designing, managing and developing the University's online and digital presences. Our aim is to achieve a consistent user experience and visual identity across all University webpages, adhering to best-practice design and ...

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Website style guide | Website  
style guide | University of ...  
Use “ you/your ” instead of  
“ students ” and “ we/our ” instead of  
“ the University/service name ” Use  
words your audience are familiar  
with; Use keywords your audience

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is searching for; Identify what they are trying to achieve by visiting your page; c) Be concise. Avoid unnecessary details; Avoid redundant sentences; Keep sentences below 25 words

Web Style Guide - New Content -

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University of Sheffield

Welcome to the University of Exeter ' s style guide. The guide is made up of two sections: the house style and the word list. In the house style, we have provided guidance on how to use and present: commonly used document

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elements. notoriously confusing  
issues of punctuation and  
grammar. sector-specific language  
and conventions.

Style guide | Web support |  
University of Exeter  
Style guide Our University style

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guide lays out our conventions for writing University publications. Following these helps us project a strong sense of professionalism. Our house style should be applied to all publications and electronic materials.

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Style guide - The University of  
Nottingham

Digital style guide The VCU  
identity represents us at the most  
basic and critical levels. It is a  
signature, a stamp of quality and a  
symbol of pride. Our visual style  
offers a clean, modern aesthetic

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that meets high standards of visual accessibility while promoting credibility, trust and warmth in the design.

Style guide - Compass: The  
University Web Framework ...  
The University of Oxford Style

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Guide aims to provide a guide to writing and formatting documents written by staff on behalf of the University (or one of its constituent departments etc). It is part of the University ' s branding toolkit which enables the University ' s formal documentation

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to be presented consistently across all communications and contains guidance on the University ' s visual identity.

Style guide | University of Oxford  
“ The Web Style Guide is an invaluable overview of the myriad

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moving parts of a web project and does an excellent job demonstrating how they fit together; it ' s a must-read for anyone involved in building for the web. ” —Aaron Gustafson, author of Adaptive Web Design

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Contents | Web Style Guide

Writing for the web Put the main message as near the beginning as you can. Keep everything short and simple. Make only one major point per paragraph; if you change topic, start a new paragraph. Use subheadings to draw attention to

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the most important paragraphs.

Writing | Style guides | University  
of Bristol

General style preferences

Abbreviations and acronyms.

Avoid abbreviations, unless there  
is no room to spell out the words

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in full. One exception...

Ampersands. Always use 'and'  
instead of an ampersand (&)  
unless the ampersand is part of an  
official name, for example...

Apostrophes. Use ' s when ...

Editorial style guide - University

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of Bath

We also follow editorial guidelines and a visual style for the web—colors, typography, and other best practices—to carry the IU voice and brand across all university sites. On this site, you ' ll find code snippets to help

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you build and style any website, whether you ' re working in the official IU framework or starting from scratch.

Web Style Guide: Indiana  
University

This style guide is the primary

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website editorial reference tool for University staff, external suppliers, and freelance copyeditors. It outlines the English standard for all University websites.

University of Edinburgh Website

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## Editorial Style Guide

Main reference styles used at the University of Kent . Click on the links below to get more information about referencing styles used at the University of Kent. The majority of styles can be found on Cite Them Right

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Online. You can use this resource for examples and guidance or you can use the links to the referencing styles below for more ...

referencing style guides -  
University of Kent

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We have produced this guide to ensure consistency of style across all University of Dundee content. It can be used by anyone in the University involved in writing both for external and internal communication purposes. Where appropriate, we will clarify

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differences between print and web.  
If you have any copy related  
queries or would like to add to the  
guidelines please email  
[styleguide@dundee.ac.uk](mailto:styleguide@dundee.ac.uk).

Content style guide | Brand |  
University of Dundee

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University of Michigan. Fleming  
Administration Building 503  
Thompson Street Ann Arbor MI  
48109-1340 (734) 764-9270

Design Resources – Brand &  
Visual Identity  
University style guide. This style

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guide applies to print publications and digital content. When writing for the web it should be used in conjunction with our digital style guide. Supplementary notes: Use of English; Tone of voice; Key terms. It's important that we keep our terminology consistent to

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avoid confusing people. Here are some key terms to get right:

Style guide - Staff home, The University of York

The following guide governs the writing conventions for the University's website. The guide:

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ensures we use a consistent voice and style across the University.  
sets standards in spelling, style and punctuation, including Flinders-specific terms and conventions.  
provides advice about grammar, language and usage.

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Web style and content guide -  
Flinders University Staff  
Univeristy Web Style  
Guidescientific research, as  
skillfully as various supplementary  
sorts of books are readily  
manageable here. As this  
univeristy web style guide, it ends

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website to see the unbelievable  
ebook to have ...

Univeristy Web Style Guide - me-

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# Read Book Univeristy Web Style Guide

mechanicalengineering.com

The style guide includes three sections: Guidance on voice and tone, which outlines the effect we want to create when we communicate with people – and how to achieve it. Guidance on style, which covers our

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grammatical and punctuation preferences plus other helpful information about writing for the University. A comprehensive A – Z guide that includes our preferred spelling and style for a variety of University-relevant words.

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INTRODUCTION - University of  
Reading

The Rush University Web Style  
Guide is provided to help  
designers, developers, content  
creators and publishers employed  
by the University maintain

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consistency across academic and administrative department web pages. The guide includes a

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