STYLE GUIDE

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1. Application of this style guide

This style guide describes organisational standards and provides guidelines for employees preparing documentation for internal and external purposes for Kingfisher Garden Centre.

2. General aim of guide

The style guide aims to ensure that documents created and produced by employees of the organisation conform to corporate image and policy, including legal requirements, and improve consistency within and among our publications.

This style guide lists decisions that have been made for this company by its representatives. It is not intended to be complete or all-embracing. It identifies those areas where uniformity and consistency are essential and sets out guidelines within which individual templates and documents can be developed. It supplements several standard style guides, dictionaries and other reference material.

If you can't find guidance in this style guide, look in these references or refer your question to the Administration Manager, Head Office.

- Macquarie Dictionary
- *Plant Names: A Guide to Botanical Nomenclature,* 3rd ed., Roger Spencer, Rob Cross, Peter Lumley, CSIRO Publishing, 2007. A plain English guide to the use of plant names and the conventions for writing them.
- *Style Manual for Authors, Editors and Printers*, 6th ed., John Wiley and Sons, 2002.
- *The Blue Book of Grammar and Punctuation*, 11th ed., Jane Straus, Lester Kaufman, Tom Stern, John Wiley and Sons, 2014.

The guide aims to promote the following activities in relation to document creation and production.

- Legal accountability
- Ethical, environmental and social responsibility
- Management of risks
- Continuous improvement processes

3. Environmental policy aim

Kingfisher Garden Centre is committed, so far as practicable, to ensuring that document creation, production, storage and disposal processes conform with the goals of our company's environmental policy. We will strive, where feasible, to purchase environmentally preferable products and services to meet the company's operational needs.

4. Style guide – general standards

4.1 Colour palette – documents

Kingfisher corporate colour scheme should be incorporated across all documentation that is, or could be, publicly viewed.

Colour	Name	RGB	Examples / uses
Colour 1	Gold brown	R = 169 G = 147 B = 80	Level 1 and 4 headings Table background filler
Colour 2	Pacific blue	R = 8 G = 106 B = 177	Level 2 headings Column background filler

4.2 Copyright

Copyright is the rights granted to the owner of creative works, such as text, artistic works, music, computer programs, sound recordings and films. Copyright standards and requirements are outlined in the *Information and record management policy*.

4.3 Logo

Please refer to the Design Style Guide for logo variations, colour and black and white options, correct usage and placement.

4.4 Language

The language default setting in all templates is English (Australian). If importing text from other sources ensure text language is updated to the default setting. Language settings are located in the Review tab.

4.5 Names and titles

Capitalise personal names, place names, nationalities, countries and official positions but not positions that are usually no more than a chosen occupation.

Examples: Karen, Melbourne, Prime Minister, Turkey, Turkish, gardener, secretary, federal parliament.

Sales Manager ... manager of sales

the University of South Australia ... the university

Plant names

Scientific plant names are written as follows.

- Genus name is capitalised, species name is not. Genus and species are italicised. *Pinguicula moranensis*
- Varieties are indicated using the abbreviation var. followed by the variety name in italics. This abbreviation is not always used in plant labelling.
 Alcea rosea var. *nigra*
- The first word of cultivar names is capitalised. They are not italicised. *Pinguicula moranensis* 'Superba'
- Hybrids are indicated using full or abbreviated genus and species name depending on context. *Phlox x procumbens* is a hybrid resulting from a cross between *P. stolonifera* (creeping phlox) and *P. subulata* (moss phlox).

4.6 Naming of templates

All templates should be named using the following conventions.
Document name_template_version number

For example:

Customer_feedback_letter_template_v1

4.7 Security

(Standard to be written by learner as per instructions in Assessment 1A Task 3 Establish design standards.)

4.8 Tagline

The Kingfisher tagline can be used in appropriate documents to promote the company brand and vision. Examples include letters, email, quotes, contracts, customer documentation. Use in footers or document body is acceptable. It must not be shortened, abbreviated, extended or otherwise altered.

Improving lives through beautiful garden spaces

4.9 Version control

(Standard to be written by learner as per instructions in Assessment 1A Task 3 Establish design standards.)

4.10 Word rules

'ise/ize'

All words like '*organisation*' should be spelt with '*ise*' not '*ize*'.

Practice and practise

Practise is a verb. *The learner practises driving*.
Practice is a noun. *Practice makes perfect*.

Which and that

'Which' informs. *This house, which Jack built, is now falling down.*
'That' defines. *This is the house that Jack built.*

Affect and effect

Affect is a verb. It means to produce a change in or influence something.
Bad hygiene practices affect the health of clients.

Effect can be a noun or a verb. It means a change that occurred.
Noun: *Fatty foods have a bad effect on your clients' health.*
Verb: *The new manager effected some positive changes in the office.*

4.11 Writing style

Choose everyday words. Where there are alternatives, use the words that the reader is most likely to understand.

Keep your sentences short and simple in structure. Short sentences are easier to absorb.

Don't use the following.

- Colloquial and localised expressions
- Casual or local slang references
- Any references that might be offensive

Always use impassive, professional voice unless the document requires otherwise.

Use inclusive language. Be careful not to discriminate on the basis of race, ethnicity, culture, language, religion, sex, disability, age and sexual orientation. Use non-gender specific terminology such as chairperson or chair, customer service assistant.

Follow these rules when developing documents.

- Use language appropriate to the audience.
- Don't assume prior knowledge.
- Is a glossary needed or can you use a simpler word?
- Avoid use of phrases such as 'in order to', 'you need to', and 'not only be able to …'
- Consider breaking large chunks of text into dot point lists.
- Avoid double negatives, for example, don't just do nothing.

Write concisely. Use a communication style that emphasises clarity, brevity and the avoidance of technical language to provide a clear and concise written message that is easily understood by the reader. Don't use long words when shorter ones are just as clear, for example: accomplish/do, deficiency/lack, terminate/end.

5. Style guide – formatting standards

The following guidelines concern setting styles for text in the Microsoft (MS) Office suite of applications to ensure consistency. Templates for common-use documents are available on the company intranet in the 'Templates' folder.

5.1 Font

Organisational standard typeface is Arial. This font should be used in all word processed, spreadsheet documents and PowerPoint templates unless approval given by the Administration Manager for other formatting. Desktop published and other marketing, advertising and specialist documents should use standards described in the Design Style Guide.

Style name	Typeface	Point size	Attributes
Title	Arial	26	Bold, colour: brown+25%, space after: 15 point, border: bottom
Heading 1	Cambria (headings)	16	Bold, colour: custom gold brown, space before: 18 point, space after: 12 point
Heading 2	Arial	13	Bold, colour: custom pacific blue, space before: 18 point, space after: 12 point
Heading 3	Arial	11	Bold, colour: black, space after: 6 point
Heading 4	Arial	11	Bold, italic, colour: custom gold brown, space before: 10 point
Table heading	Cambria	11	Bold, colour: black, space after: 6 point
Cell alignment – headings	Arial	11	Left or centre
Cell alignment – body	Arial	11	Left or centre
Normal	Arial	11	Justified, colour: black, line spacing: single
List paragraph	Arial	11	Indent: left: 1.27 cm, based on: Normal
Bullet	Arial	11	Indent: left: 0 cm, hanging: 0.5 cm, space after: 3 point, bulleted + level: 1 + aligned at: 0.63 cm + indent at: 1.27 cm, based on: List Paragraph
ToC heading	Cambria (headings)	14	Font colour: brown+25%, line spacing: 1.15, based on: Heading 1

5.2 Abbreviations

Keep use to a minimum. Use acronyms and abbreviations where appropriate and only where they will be likely to be understood by the reader. If in doubt, use the full term for the first reference followed by the initials in brackets. For example, forms must be submitted to the Australian Taxation Office (ATO) by close of business.

Full stops are not used in abbreviations and acronyms as per previous example. Exceptions include the abbreviation of 'for example', 'that is' and 'et cetera'. Correct punctuation is: e.g. i.e. etc.

Write OK with capital letters, not 'Ok' or 'okay' or 'ok'.

If an abbreviation ends with the last letter of the word, for example, Mister or Missus, the full stop is not needed (Mr, Mrs).

Abbreviations for Australian States and Territories are as follows: NSW, Vic., QLD, WA, SA, Tas., ACT, NT.

'Vic' and 'Tas' have full stops because they are not complete words. Qld does not have a fullstop because it is the acronym for Queensland (QLD – the complete word).

5.3 Apostrophes

Apostrophes are used to indicate possession, for example, *the client's order, our supplier's invoice.*

An apostrophe is used when contracting selected words; for example, *it's (it is), don't (do not), they're (they are).* Contractions should be kept to a minimum in publicly available formal documents such as shareholder reports.

5.4 Bullet point lists

Always select the bullet point formatting from the style menu as it contains the correct spacing and alignment.

Capitalisation rules for bullet points

1.   Single word lists have capital first letters and no full stop at end of list.

Plants need the following resources to grow.

- Light
- Water
- Nutrients

2.   Single word lists following a colon have lower case first letter and a full stop at the end of the list.

Resources needed by plants to grow include:

- light
- water
- nutrients.

3.   Full sentence lists have capital first letter and a full stop at the end of each sentence. They should always be introduced by a full sentence and never by a colon.

There are some essential steps you should follow to prepare soil for planting.

- Prepare a hole one and a half times the size of the plant's root system or current pot.
- Check the plant's label and, if recommended, place fertilizer in the base of the hole and cover with 1 cm of soil.

5.5 Headers and footers

Headers are only used in selected templates or when necessary. Check with the Administration Manager if in doubt.

Footers should be used in the following situations.

- All version-controlled documents.
- Documents that are longer than one page.

Footer text must be left aligned, page numbering right aligned.

5.6 Hyphens and en rules

Hyphen

Spacing is not used on either side of a hyphen, for example, part-time

Hyphens are not used with the following prefixes: anti, auto, co, counter, multi, neo, pan, pre, re and un. Exceptions can be made when the word looks awkward; re-form, re-ink, un-Australian. Word spell checker will usually identify these words if spelt incorrectly.

En rules

Use the en rule shortcut (Alt+0150) or from your 'character map' code 2013, not the hyphen symbol.

Always use spacing on either side of en rules – like this example.

5.7 Number lists

(Standard to be written by learner as per instructions in Assessment 1A Task 3 Establish design standards.)

5.8 Numbers and symbols

Numbers

The following are examples of how to express numbers and symbols and the spacing rules that apply.

Numbers below one to ten	Use words – one, two, three ...
Numbers above ten	Use numerals – 11, 12, 13 ...
Four digit numbers	1,000 (include comma, no spaces)
Five digit plus numbers	11,000 (include comma, no spaces) or in words for larger numbers – one million ...

Do not start a sentence with a numerical figure – write it in full. Fifteen men went to the shore. Fifty percent came back.

Ampersand

An ampersand is the '&' symbol. This should not be used in general written material; use the word *and* instead. Do not use an ampersand in the names of businesses, departments or committees unless it is a company convention or registered name. Exceptions may be made for spreadsheet documents used internally where cell size is restricted.

Dollar and percentage

- No space between symbol and number ($250, 3.2%).
- When a table consists of a column of accounting or percentage figures, place the symbol ($ or %) at the top of the column.
- If figures in a column or row are mixed ($ and %), place the symbol $ or % next to the relevant figure.

Temperature

- Place a space between the figure and degree symbol (11 °C).
- Use the ALT+0176 shortcut or 'character map' code 00B0 when adding the degree symbols to text.
- If showing a range of temperatures use the word 'to' between the numbers, not en rule (25 to 30 °C).

Measurements

- Place a space between the figure and symbol or abbreviation, for example, 4 pm, 250 g, 10 kg, 250 ml, 10 L.

- Whenever possible, use decimal points rather than fractions.

Dates

(Standard to be written by learner as per instructions in Assessment 1A Task 3 Establish design standards.)

6. Style guide review

This policy will be regularly reviewed to ensure consistency with organisational, legislative and regulatory changes. Kingfisher seeks the cooperation of all employees in realising their purchasing and environmental objectives.

All employees will be provided with access to a copy of this policy via the company intranet and notification of updates will be via email and in staff meetings.