



[www.onwellbeing.com](http://www.onwellbeing.com)

2023

# On Wellbeing Brand guidelines



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Summary



## 2. Welcome

# We are On Wellbeing

Our brand is the cornerstone of everything we do. And these guidelines show how we express ourselves to our customers, users, partners and employees. Simply, clearly and effectively.

Inside this document you'll find out how to use some of our core brand elements. This includes the logo, colour palette, images, illustrations, tone of voice and more. It also defines out vision, values and personality – all of which are key to knowing who we are, what we stand for and our ambitions as a brand.

Each element has a different role to play, but the magic really happens when you use them all together.

**Please read this document before you start working with us.  
It should help you understand our brand and how to express  
it in the best possible way.**



### 3. Brand purpose

# Brand purpose

**To create an engaging space where people and organisations thrive**

We understand the importance of promoting wellbeing and making it accessible to everyone. Our mission is to empower users to take charge of their health and wellness journey and make meaningful progress towards their goals. Join us and discover the power of a supportive and engaging community.







## 4. Brand vision

# Brand vision

**To empower users to live a fulfilling life by building their resilience, confidence and purpose**

We understand that life can be unpredictable, but with the right tools and mindset, you can overcome any obstacle. Our app and programme are designed to help you build the resilience you need to face life's challenges with confidence and determination.



**Next up:** Brand values



## 5. Brand values

# Brand values

**Dynamic, evidence-led, supportive, accessible, passionate**

We are backed by science and guided by experts in their fields. We are supportive and accessible, providing a space where everyone feels welcome and included. We are passionate about helping everyone achieve their best wellbeing outcomes and believe that dynamic, skills-based learning is the route to making this happen.





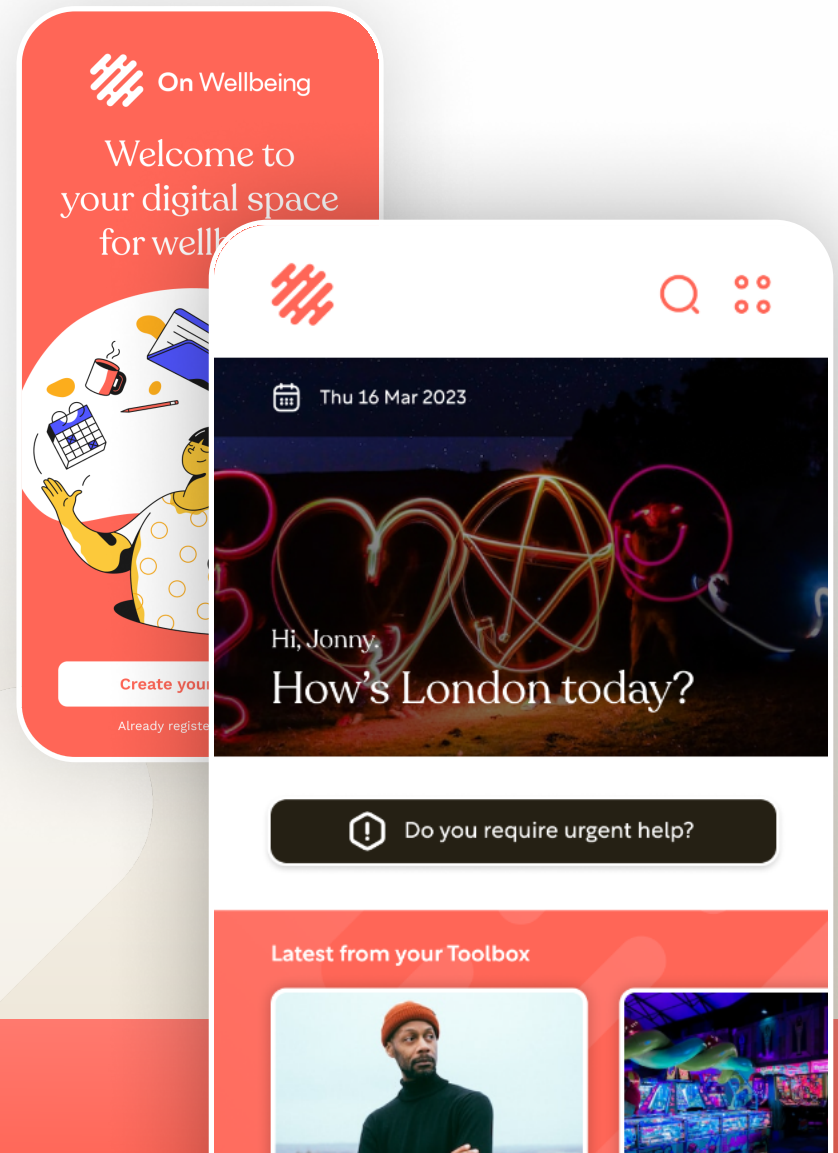
## 6. Brand personality

# Brand personality

### Authentic change-maker

We believe in the power of meaningful change. We're not afraid to challenge the status quo and push boundaries. We are committed to promoting positive change in the lives of our users and the business community.

Next up: Brand archetype



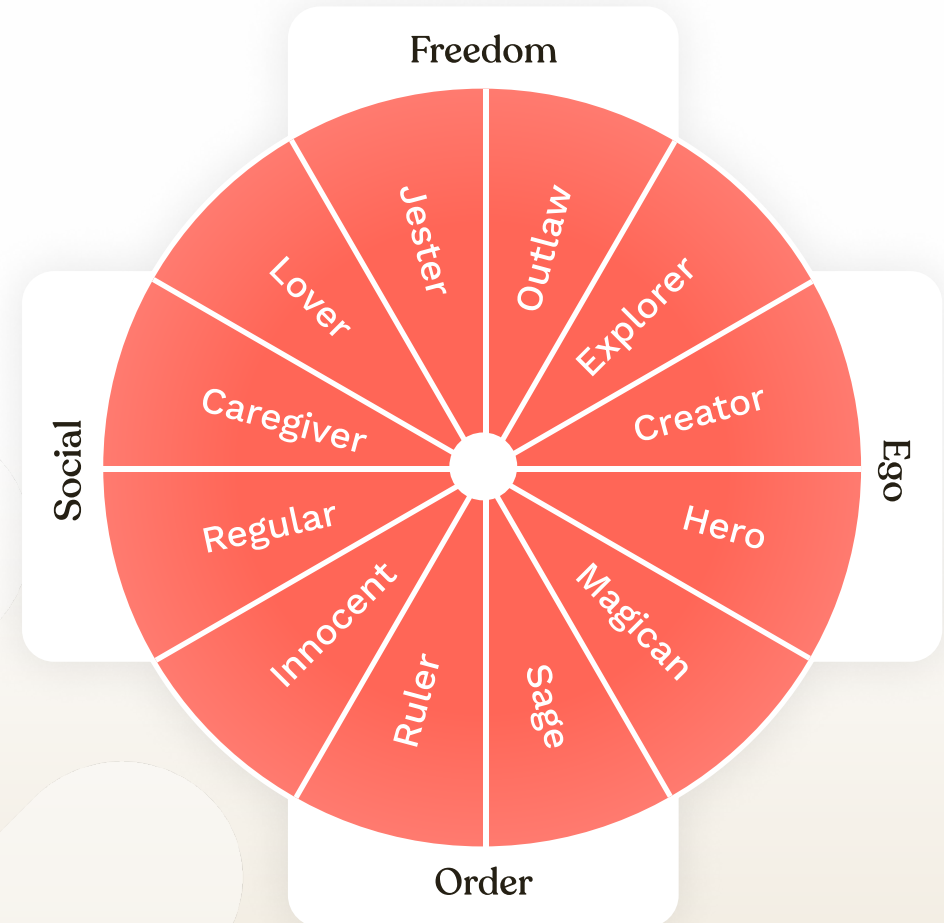


## 7. Brand archetype

# Brand archetype

### The Sage

Our brand is knowledgeable and wise, always seeking to learn and share information. We are here to guide users on their wellbeing journey, providing them with the knowledge and tools they need to make informed decisions about their mental health.





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Brand guidelines

# Section 1

# Tone of voice



## 9. Tone of voice

# Positive, human & authentic

Our tone of voice is **positive, human and authentic**. We are caring, helpful and relevant. We are always dynamic and current.

While we are in touch with the culture and trends that shape our audience's lives we never try to mimic or use slang to appear more youthful or 'cool'. Our audience can use slang, emojis and acronyms in the context of the content they create (on our socials, for example), but we never do. We avoid the cringey 'Call me Dave' cool teacher approach. Being fun is fine, being zany is to be avoided.

We aren't trying to be anything other than what we are, a skills-based learning platform that helps people be the best version of themselves. That's a crucially important role to play in peoples' lives, so we don't need to manufacture additional importance. This isn't about artifice and convoluted brand identities, it's just about doing what we do well, and communicating that as simply as possible.



## 10. Tone of voice

# Positive, human & authentic

We don't use fewer words because we have nothing to say, but rather because we are aware of the amount of noise out there. There is no extraneous copy diluting the message. Rather than add to the information overload that plagues our audience we'd rather spend our time and resources providing actual value to their lives.

Our brand reflects the values and purpose our audience have. We are supportive and encouraging, but never finger pointing or guilt-trippingly worthy.

We believe in what we do and are passionate and proud about the part we play in building a place that will help our users thrive – but we never put ourselves before our audience.

Finally, we should always **presume maximum intelligence in our reader**, but not necessarily maximum subject knowledge. Remember, the audience is not stupid, the audience is your smart, curious friend.



## 11. Tone of voice - Positive

# Positive

- We are enthusiastic and excited about helping users to thrive We have an optimistic world view We celebrate the achievements – big and small – that our users, and those in wider society, make to build a better world
- What does this look and sound like in content?
- Positive content that stokes excitement and inspiration, not anxiety, about future possibilities. This doesn't mean breathless, airy prose – it should feel upbeat, yet credible and informed Real-life stories featuring people and containing inspirational insights Active verbs.

Avoid the passive voice wherever possible

### **NO**

Following 90 years' research, the World Health Organisation is an expert in global mental health challenges

### **YES**

The World Health Organisation is an expert in global mental health challenges, because of its 90 years' research





## 12. Tone of voice - Human

# Human

Does it sound normal, rather than formal, when you read it out aloud (assist could be help, prior to could be before).

- Is it easy to understand the points at a glance?
- Have you made the complex simple?
- Have you put human benefits first, rather than just listing features?
- Are there contractions (like we're and it's)?
- If there's jargon, is the meaning clear for the intended audience? Better still, is there a way of avoiding the jargon entirely?
- Are there facts that speak to human truths, rather than subjective adjectives? So rather than saying something is fantastic, is there a fact that proves it?



### 13. Tone of voice - Authentic

# Authentic

We're credible and transparent, providing our audience with reasons to believe in the content they're consuming.

You can trust our content, because it's informed by experts. Wherever possible, we use third party expert voices to back up what we are saying.

We're audience-centric – we live in their world. We might be speaking from a brand platform but we share their hopes, passion points and vision.

We're curious and open to new ideas. While we might question the position of others, we are also open to being challenged and hungry to learn.

Leave the hyperbole at the door. As the late, great advertising copywriter Bill Bernbach said: "The most powerful element in advertising is the truth." Real stories resonate.



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Brand guidelines

# Section 2

# Logos



## 15. Logo usage: Do's and don'ts

# Logo Usage: Do's and Don'ts

### **DO'S:**

Preserve the integrity of the logo by consistently presenting it in its original form, without any alterations or modifications.

Clearly define the minimum size requirements and spacing guidelines to ensure legibility and visual impact across various applications.

Specify approved colour variations and appropriate backgrounds to maintain visual harmony and brand consistency.

### **DON'T:**

Distort, stretch, or skew the logo in any way, as it compromises its integrity and weakens brand recognition.

Utilise outdated versions of the logo or combine it with other elements that could create visual clutter and dilute the brand's identity.

By adhering to these logo usage guidelines, you can effectively leverage the logo to enhance brand recognition and establish a strong and cohesive visual identity.



## 16. Primary logo

# Primary Logo



On-Logo\_Primary-Coral



On-Logo\_Primary-White-On Coral



On-Logo\_Primary-White-On Blue



On-Logo\_Primary-Blue

Next up: Primary logo cont



## 17. Primary logo cont

# Primary Logo cont



On-Logo\_Primary-Yellow



On-Logo\_Primary-White-On Yellow



On-Logo\_Primary-White-On Black

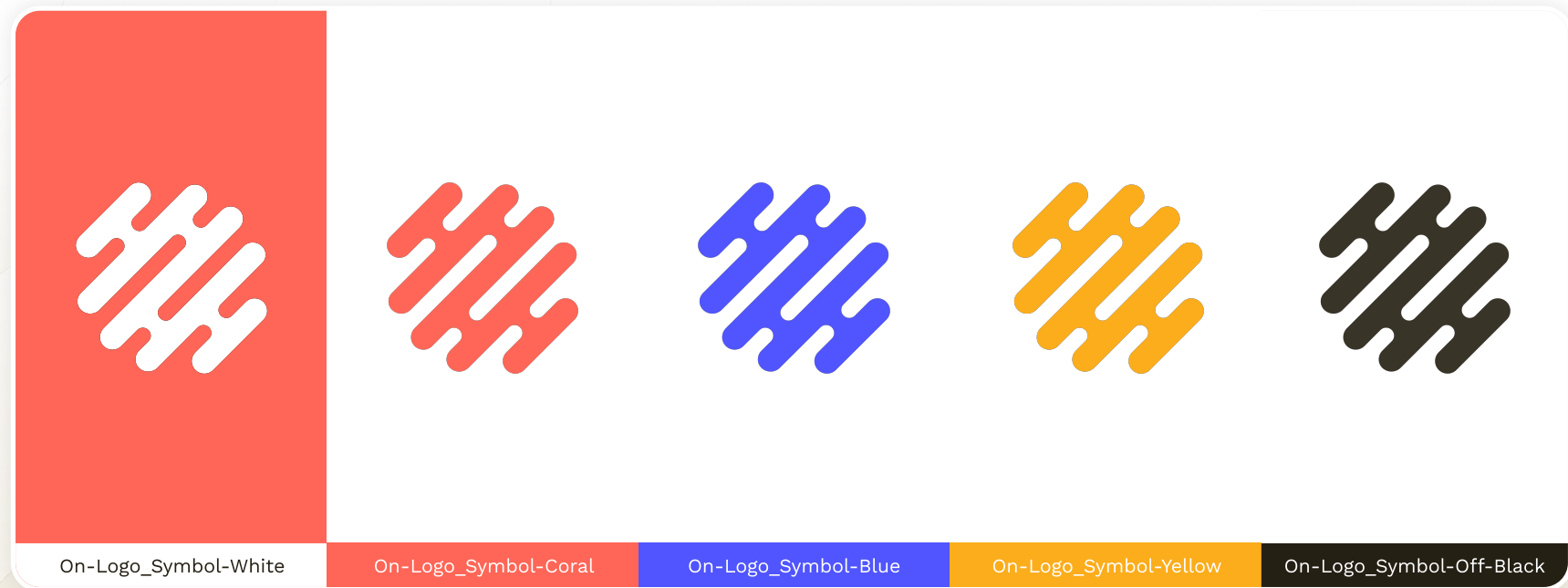


On-Logo\_Primary-Off-Black



## 18. The On symbol

# The On symbol

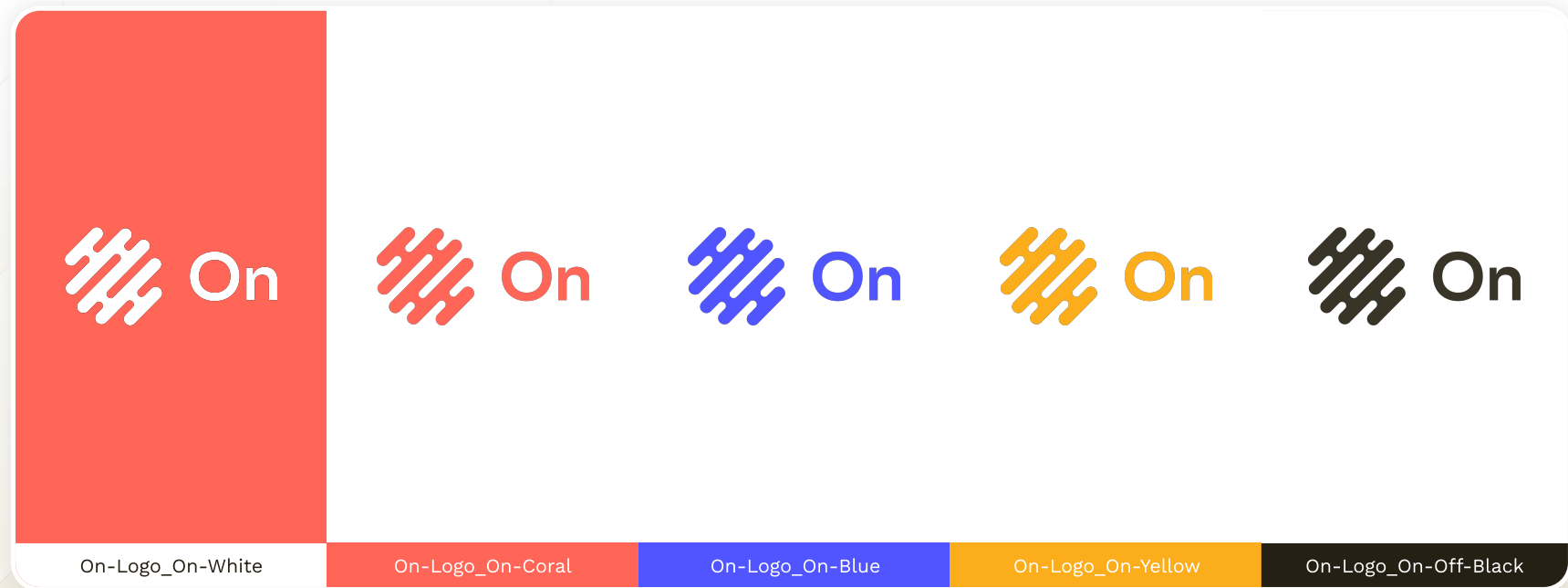


Next up: Symbol with On



## 19. Symbol with On

# Symbol with On







## 20. Exclusion zone

# Exclusion zone

Our logo must always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The exclusion zone is defined by the  $2x$ .  $x$  is the height of the space between the top of the wording and the top of the symbol.

This exclusion zone allows our logo optimal clear space surrounding it for maximum visual impact and clarity.





## 21. Logo scale

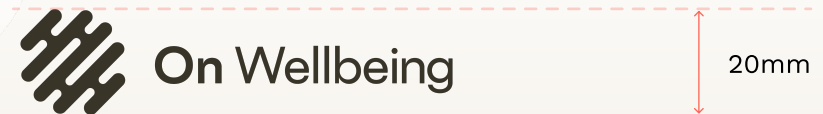
# Logo scale

Our logo is flexible in its scale depending on the design platform. We have developed sizes that our logo is used for:

**A3** 30mm high **A4** 20mm high **A5** 10mm high

### Minimum size for digital logo

To maintain clarity and legibility, our logo must not be displayed below the minimum size as outlined below.





## 22. Logo don'ts

# Logo don'ts

Don't use primary colour logos on anything but a white background



Don't alter the colour of the primary logo



Don't skew our logo at any time



Don't alter the layout of our logo



Don't place our logo on top of images without off-black overlay



Next up: Social icons

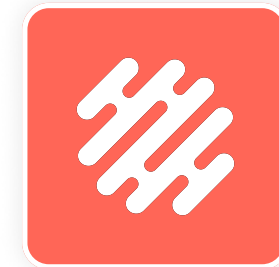
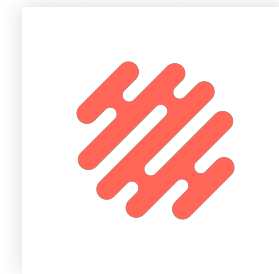


## 23. Social icons

# Social icons

Our primary social icon is the On-Logo\_Symbol- Coral, which features a striking coral-coloured symbol on a clean white background. This combination of colours and design represents our brand's identity and distinguishes our social presence.

The vibrant coral symbol exudes energy, passion, and innovation, while the white background enhances visibility and readability. Through this social icon, we aim to make a memorable impression and create a cohesive and recognisable visual identity across various platforms and channels.





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Brand guidelines

# Section 3

# Typography



## 25. Typography - Recoleta

# Recoleta

This is a typeface just bursting with personality. The design fondly recalls the soft, warm serifs popular during the 1970s, such as Cooper, ITC Souvenir, ITC Clearface and Windsor while adding modern weights and a slight sophistication to the letterforms.

Recoleta has an approachable 'gentleness' to it and a human touch in its organic form with variable line widths dancing between serif and san-serif with its softer edges.

Stunning when used blown up for use as a display font in large headings, pull-out quotes and statistics – Recoleta comes in seven weights from Light through to Black to create strong visual hierarchy.



## 26. Recoleta font family

# Recoleta family

To offer a diverse range of tones and styles for our brand communication, we have a selection of weights available. Specifically, Recoleta can be utilized in seven different weights.

Within the app we have stuck to using the Regular weight for all places that Recoleta is used. This brings an elegant approach to the app and works well with our sister font 'Work Sans'.

Thin  
Light  
Regular  
Medium  
**Semi-Bold**  
**Bold**  
**Black**



## 27. Recoleta font family cont

# Recoleta cont

### Recoleta Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Recoleta Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Recoleta Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()?><**

### Recoleta Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Recoleta Semi-bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()?><**

### Recoleta Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Recoleta Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()?><**





## 28. Typography - Work sans

# Work sans

The font features a clean and minimalist design with rounded terminals and open counters. Its letterforms have a balanced geometric structure that maintains readability across various sizes and resolutions. Work Sans exhibits a harmonious blend of straight and curved strokes, resulting in a modern and approachable appearance.

Work Sans comes in multiple weights, ranging from thin to extra bold, allowing for flexible and expressive typographic compositions. Each weight is carefully crafted to maintain consistent letter proportions and stroke widths throughout the family, ensuring visual coherence.

One of the notable qualities of Work Sans is its excellent legibility, particularly in small sizes and low-resolution environments. The clear distinction between characters, coupled with its generous x-height and open letterforms, contribute to its readability on screens, making it suitable for digital interfaces, mobile applications, and websites.



# Work sans cont

Work Sans was designed with versatility in mind. It possesses a neutral and unassuming nature that adapts well to various design contexts, from corporate and editorial projects to web and app designs. Its simplicity and clarity make it an excellent choice for conveying information effectively while maintaining a modern aesthetic.

Overall, Work Sans is a well-crafted sans-serif font that combines legibility, versatility, and contemporary design principles. With its clean lines, balanced letterforms, and a wide range of weights, it offers designers a reliable and visually appealing typographic option for a diverse set of applications.



## 30. Work sans font family

# Work sans family

To offer a diverse range of tones and styles for our brand communication, we have a selection of weights available. Specifically, Work Sans can be utilised in nine different weights.

Within the app we use the regular and medium weights for body copy and titles respectively.

Thin  
ExtraLight  
Light  
Regular  
Medium  
SemiBold  
Bold  
Extra Bold  
Black



## 31. Work sans font family cont

# Work sans cont

### Work sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Work sans Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Work sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Work sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Work sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Work sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()?><

### Work sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()?><**

### Work sans ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()?><**

### Work sans Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()?><**



## 32. Recommended font style

# Recommended font style

For a visually appealing and readable design, we recommend using Recoleta as the font style for headings and Work Sans for the body text. For the heading, we suggest using a font size of 36 with Recoleta in regular weight. Recoleta's elegant and sophisticated letterforms will make the heading stand out and grab attention.

For the body text, a font size of 12 in Work Sans with regular weight provides a clean and legible appearance. Work Sans offers a harmonious balance between modernity and clarity, ensuring optimal readability for longer passages of text.

By combining Recoleta for headings and Work Sans for the body, you'll achieve a balanced typographic composition that enhances the overall visual appeal and readability of your content.



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Brand guidelines

# Section 4

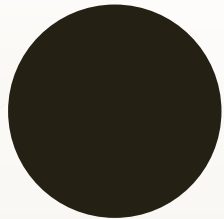
# Colour



## 34. Our core colours

# Core colours

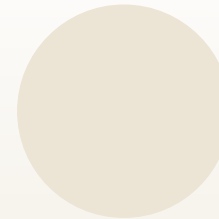
Off Black



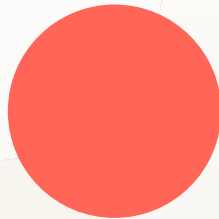
Volt Blue



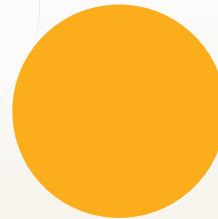
Ecru



Blush Coral



Citrine Yellow



Pure White



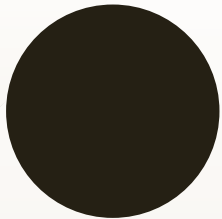
Next up: Core colour tints



## 35. Core colour tints

# Core colour tints

Off Black Tint



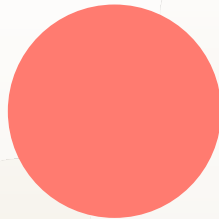
Volt Blue Tint



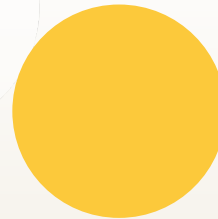
Ecru Tint



Blush Coral Tint



Citrine Yellow Tint



Pure White



Next up: Core colour values





## 36. Core colour values

# Core colour values

<b>Off Black</b>  Pantone® Black 4 C C 39 M 43 Y 80 K 91 R 37 G 32 B 20 #252014	<b>Blush Coral</b>  Pantone® 171 C C 0 M 60 Y 66 K 0 R 255 G 102 B 87 #ff6657	<b>Volt Blue</b>  Pantone® 2762 C C 90 M 60 Y 0 K 0 R 80 G 85 B 255 #5055ff	<b>Citrine Yellow</b>  Pantone® 7549 C C 0 M 41 Y 100 K 0 R 252 G 173 B 28 #fcad1c	<b>Ecru</b>  Pantone® 4685 C C 3 M 16 Y 20 K 9 R 236 G 228 B 212 #ece4d4	<b>Pure White</b>  White C 0 M 0 Y 0 K 0 R 255 G 255 B 255 #ffffff
--	--	--	---	---	---

Next up: Core colour tint values



## 37. Core colour tint values

# Core colour tint values

<b>Off Black tint</b>  Pantone® 7533 C C 37 M 53 Y 68 K 83 R 57 G 52 B 40 #393428	<b>Blush Coral tint</b>  Pantone® 1635 C C 0 M 51 Y 55 K 0 R 255 G 123 B 112 #ff7b70	<b>Volt Blue tint</b>  Pantone® 2718 C C 65 M 45 Y 0 K 0 R 80 G 118 B 255 #5076ff	<b>Citrine Yellow tint</b>  Pantone® 143 C C 0 M 32 Y 87 K 0 R 252 G 201 B 59 #fcc93b	<b>Ecru tint</b>  Pantone® 2762 C C90 M60 Y0 K0 R 239 G 239 B 237 #efefed	<b>Pure White</b>  White C 0 M 0 Y 0 K 0 R 255 G 255 B 255 #ffffff
--	---	--	--	--	---



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Brand guidelines

# Section 5

# Illustrations



## 39. Illustration style

# Illustration style

Our colourful illustrations are a captivating blend of vibrant hues and artistic expression. They add a touch of liveliness and playfulness to our brand, infusing each design with a sense of joy and creativity.

These illustrations beautifully reflect the diversity of human experiences and emotions, using a rich palette of colours to create visually engaging and memorable visuals. Our illustrations invite viewers to explore and engage with our brand in a truly unique and captivating way.





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Brand guidelines

# Section 6

# Socials



## 41. Socials

# Socials

Content coming soon...



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Brand guidelines

# Section 7

# Images



## 43. Images

# Images

Content coming soon...





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Brand guidelines

# Section 8

# Style guide



# Style guide May 2023

Hello. If you're reading this then you're responsible for checking a piece of content's factual accuracy, spelling, grammar, syntax, consistency and compliance with this guide. Or perhaps you're a writer about to embark on some copy for us. Either way, please read the guide, factcheck thoroughly using authoritative sources (use comments to highlight/tick off), and track your changes on a clearly labelled Word doc. Your version could be the last word so please check your own work.

If checking copy, when it's at this stage it will likely have been signed off by several people so please do not make sweeping changes, rather correct anything that is factually wrong or textually problematic. If you notice repetition or other infelicities, please improve judiciously. Think invisible mending. Thank you!



## 46. Style guide in brief

# Style guide in brief

- No caps after colons
- Initial caps for job titles
- Companies are singular, and can take “whose”
- Double quotes are the rule, single for quotes within quotes
- No dashes with spaces for asides – like this
- No dashes closed up for spans of time, distance, etc, so 2022–23
- The United Kingdom is made up of Great Britain and Northern Ireland. Great Britain is England,
- Scotland and Wales (although many people from Northern Ireland regard themselves as British)

- Abbreviating million: this is written mn, like bn and tn, so 5mn people
- Among not amongst, while not whilst (please don’t overuse while, though)
- Covid-19, coronavirus (not the coronavirus)

### Other reminders

- Please work in Word and track your changes.
- Align body copy left
- ALWAYS use the most recent version of a document



# Style guide in full

## Abbreviations

Spell a thing out in full and parenthesise the abbreviation on first mention, then use the abbreviation for subsequent mentions.

If the abbreviated form is becoming well known, such as AI, spell it out in full on first mention without parenthesis, then use the abbreviated form thereafter

When an abbreviated form is very well known, no need to spell it out: BBC, US, EU. Do not spell out European Union, even at first mention. Use only EU, or union in further mentions (no cap u)

Some can be explained, instead: Balpa, the airline pilots' union

Acronyms are written with initial caps: Aids, Nato, Unicef

Letters only, no full stops (including eg, ie, Mrs, Dr, Jnr), and closed up to figures: 10am, 20ha, 40mph, 50kg. Avoid k to mean a thousand. Punctuate eg and ie as follows. Offal, eg: kidneys. The drummer, ie: Chuck. Vs not v for versus.

Research and development first mention, then R&D

Try to avoid too many abbreviations in a story

**See also Measurements**



# Style guide in full - cont

## **Accents**

Do not use in anglicised foreign words such as elite or decor

## **Ampersands**

Use for brand names or proper nouns as appropriate, eg:  
Marks & Spencer, Tom & Jerry. Also for certain abbreviations,  
eg: R&D. Not for anything else

## **Apostrophes**

Singular nouns ending in s take 's, eg: the boss's decision, Ms  
Jones's idea

Plural nouns ending in s take ' on plural ending, as in the  
bosses' cars

Used adjectivally, decades don't take a possessive  
apostrophe: eg: Fifties memorabilia not Fifties' memorabilia.  
Note three months pregnant, three weeks old, but two days'  
work

No apostrophe for plural abbreviations, eg: MPs, DJs. But  
you can use one where the result without it would be hard  
to read, eg: p's and q's

## **Brackets**

Square brackets are for use inside quotes to clarify  
something the speaker did not say, such as explanatory  
details or [sic]



# Style guide in full - cont

Curved brackets for parenthesis

Full stop comes inside brackets only when they contain a grammatically complete sentence. Never comma before bracket.

## **Capitalisation**

We cap up: Names of people and places, eg: Mark E Smith, Worth Matravers, English Channel, also adjectives derived from them such as Shakespearean, Orwellian, Kafkaesque, Hippocratic. Names of institutions and institutional groups, eg: the Government (when referring to this one specifically), British Museum, etc.

Names of government departments of state, government agencies, commissions, public bodies, quangos. Names of societies and organisations. Names of religious institutions and denominations and their adherents, eg: Judaism, Buddhists. Names of special months and days, eg: New Year's Day, Easter Day. Names of sporting events, eg: the World Cup

First and important words in the titles of books, plays, newspapers, films, television programmes, etc, eg: The Importance of Being Earnest  
Job titles.



# Style guide in full - cont

Brand names, trade names, eg: Lycra, Gore-Tex. Note exceptions, such as tarmac. Don't cap up generic names derived from proper nouns, such as derbies, panama hat, french fries. But do cap up brand styles such as Ray-Ban Aviators. Ignore fanciful logo case, eg: Adidas, not adidas, EasyJet, not easyJet. When a brand or pop group includes the definite article, only cap up the in the middle of a sentence if it's truly part of the name. It's the Pixies but The Beatles.

## **Not capped up**

internet, cloud

## **Clichés**

Please check you have not used “a stone's throw” or similarly tired phrase or word

See also Avoid/with care

## **Commas**

In a sequence of items do not use an Oxford comma (aka a comma before the penultimate list item) unless leaving it out would lead to ambiguity. The Bishops of London, Bath and Wells, and Manchester.



# Style guide in full - cont

But the Bishops of London, Winchester and Exeter. Apples, pears and bananas not apples, pears, and bananas. But apples, pears, and peaches and cream

There is no need for a comma in a short phrase at the start of a sentence: On June 20 the group revealed... But use commas to gate off words such as however

Avoid sprinkling your copy with so many commas that the flow is interrupted. yesterday.

See also That/which

## **Company names**

Generally use the registered name of a company – excluding Ltd, Plc, Group, Corporation, Inc, AG, SpA unless it is an integral part of their name – on first mention. Approved abbreviations can be used on subsequent mentions and in headlines.

## **Companies are singular**

Marks & Spencer is..., IBM has...The word firm is used to describe a professional partnership (accountants, solicitors or stockbrokers). Do not use firm as a synonym for company





# Style guide in full - cont

Do not use the word corporates as a synonym for companies, groups or businesses

A conglomerate is a group with diversified interests, often built through acquisition. The conglomerates in Korea (chaebol) include Samsung and Hyundai; and in Japan (keiretsu) Mitsubishi and Sumitomo

A multinational is a company that has manufacturing bases or subsidiaries in several countries

Where a business name consists of initials but is pronounced as a word, it is used in upper and lower case:

Emap

Where the name is pronounced as individual letters it remains in capitals: IBM. With hybrids such as HBOS stick to caps

See also *Names*



# Style guide in full - cont

## Currency

- £10
- €5
- \$100 always for US dollars
- C\$100 (Canada), A\$100 (Australia), NZ\$100 (New Zealand), HK\$100 (Hong Kong), etc
- Rmb100bn for renminbi (China)
- QR15 for riyal (Qatar)
- Rs50 for rupee (India)
- N50 for naira (Nigeria)
- NKR11 for kroner (Norway)
- DKr10 for kroner (Denmark)
- SKr12 for kronor (Sweden)

## Dashes

The en dash should be used to break up a sentence as an alternative to a comma, parentheses or colon. Though be spartan with their use. It can also be used when writing a range of dates or numbers (2012–2014) or linking names (Labour–Conservative debate). The hyphen will be used in the usual way for compound nouns and adjectives (pay-off or state-owned banks).



# Style guide in full - cont

## **Date and time**

Our style for writing dates is 18 May 2022 (no comma, date/month/year in full), 18 October, 25 November 2015, 5–20 October, 13 July–12 August 2012, January 2023

Decades: the 1920s, the 1860s, the 2000s, the 2010s.  
Occasionally OK to write Eighties, Sixties for cultural/style references to the 20th century

1998–99 (not 1998-9 or 1999/99), but 1999–2000, 2000–2001

20th century, 21st century. No superscript

Dates should be given where possible: last month can easily cause confusion. Names of months should not be abbreviated except in tables

BC should appear after the numbers to which it refers, so 65BC; AD should only be used for dates before AD1000

Use the 12-hour clock: 1am, 9.30pm. Fine to write 4 o' clock if that's what sounds natural. Midnight, 12 noon



# Style guide in full - cont

## **Hyphens**

The hyphen is a useful aid to readability but is not needed to join a pair of adjectival words in every instance.

Although a compound noun such as start-up may be hyphenated, do not hyphenate the verb to start up or others like it. Similarly, up-to-date figures takes hyphens; the figures are up to date should not

Compass points take hyphens: north-east, south-west

Inter- means between, in the midst of, mutual; use no hyphens, even in interracial. Intra- means within, inside of; use hyphens only when another 'a' follows: intra-arterial, intravenous

Vice-president. Zero-hours contract. Think-tank. Start-up. Small-cap, mid-cap, large-cap

## **Italics**

Use italics for films, operas, works of art, music albums, plays, novels, etc, but not for exhibitions, events, names of newspapers/mags...



# Style guide in full - cont

Do not italicise words of non-English origin that are in common usage

Use italics for emphasis when needed, not bold or UPPER CASE or underline

- Makers
- carmaker
- lawmaker
- moneymaker
- peacemaker
- policymaker (and policyholder) winemaker film-maker decision-maker

Measurements Internationally agreed standard forms are used: kg, km/h, kWh, lb (23lb not 23lbs), mph

To avoid confusion spell out miles or metres, unless the context is absolutely clear as in a property story: 100 sq m apartment

- Square mile; 3 sq m
- Square foot; 3 sq ft
- Square kilometre; 3 sq km
- Square metre; 3 sq m
- Square centimetre; 3 sq cm Hectare; 3ha



# Style guide in full - cont

## **Temperature**

24C, 5C (not 24°C, 5°C). Prefer centigrade (Celsius) to Fahrenheit

## **Names**

Write full names on first mention - and surname only on subsequent mentions.

Avoid using gender-specific pronouns, eg: change “he says” to “Smith says”. Do not include gender-specific honorifics such as “says Mrs Smith”

## **Numbers**

Numbers one to nine and ordinals first to ninth are spelt out, except in headlines where we always use figures. Use figures for 10 and over, and in conjunction with units of measurement (1 mile, 2 per cent, 9am, 100ha); also for decimals (2.5) and ordinals (18th century)

Do not start a sentence with a figure. Write the number in words or rephrase the sentence



# Style guide in full - cont

## **Ranges**

Write £5mn–£10mn, 10,000–12,000, 3mn–4mn (not £5–10mn, 10–12,000, 3–4m) but 3–4 per cent is acceptable.

Estimates ranged between £2mn and £3mn, never between £2mn–£3mn.

In text, always write per cent; the % sign should be used in headlines or graphics/figures

Write from 1926 to 1928 or in 1926–28, not from 1926–28; write between 1926 and 1928, not between 1926–28

Commas in thousands (eg: 1,000; 20,000). Point in decimals

For decades, Eighties in words or 1980s in figures (see also Date and time). Age decades, eighties in words only

World War I, World War II

## **Paragraph length**

A paragraph should, usually be longer than a sentence. The tabloid/Tony Parsons style is not right for us. Set up an idea, expand on it, add a quote or example to back it up.



# Style guide in full - cont

## Quotes

A quote should not, usually, stand alone as a par but be properly integrated into the text. Try to avoid using a quote (especially a paragraph-length quote) to end on unless the quote genuinely is conclusive and has been set up.

## Race

Racial identity should only be included if it is relevant. The words black and Asian should not be used as nouns, but as adjectives: For example, black people, rather than blacks, an Asian girl rather than an Asian

African-Caribbean rather than Afro-Caribbean. People of colour is used mainly in the US to describe anyone that is not white. Do not use coloured people. Mixed race rather than half-caste

Use immigrant with care as it is often used incorrectly to describe people who were born in Britain, and has negative connotations





# Style guide in full - cont

## **That/which**

Mistaking which word to use is a common error. An easy way to remember is “that” should be used with restrictive clauses (eg: cars that have hybrid technology are more fuel efficient) whereas “which” should be used with non-restrictive clauses, where its absence does not change the meaning of the sentence (eg: diamonds, which are expensive, often elicit forgiveness)



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Brand guidelines

Section 9

# Miscellaneous style



## 62. Miscellaneous style

# Miscellaneous style

Do not use the word corporates as a synonym for companies, groups or businesses

Words with cyber prefixes are two words. For example: cyber attack, cyber espionage, cyber space, cyber crime

If you read data as singular then write it as such. An easy rule is that if it can be used as a synonym for information then it should probably be singular, but if we are using it as economic data and mean figures, then we should stick to plural

Ecommerce and other “e” prefixes such as email are one word without a hyphen

Government is always lower case

Healthcare one word

The media are (not is)

No need to spell out Member of Parliament; MP is OK. Style is: Tom Bloggs, Labour MP for Anytown

A pandemic is an epidemic of infectious disease spread by humans over a large area so both global pandemic and human pandemic are tautological



# Miscellaneous style - cont

Re- words such as rearrange or repurchase are one word. The exception to the rule is when two e's abut such as re-emerge and re-entry, or re-cover (cover again) and re-form (form again) to differentiate from recover and reform

No hyphens or capitals on taxes: value added tax (VAT); capital transfer tax (CTT), council tax, income tax etc

Under prefixes are usually one word. For example: underachieve, underage, underdeveloped, undersea, underweight

## **Organisations**

### **UN**

UN at all mentions, not United Nations

### **Unicef**

UN Children's Fund, then Unicef; based in New York

### **University**

Oxford or Cambridge university, lower case, ie: when a university's full title is University of... but the shorter form is acceptable. However, Harvard University is caps because this is its title. Make sure you check the particular university's correct title



# Miscellaneous style – cont

## **World Health Organization**

Z not s as the global trade body has the American spelling

## **World Trade Organization**

Z not s as the global health agency has the American spelling

## **Places**

### **east**

Lower case: eastern Europe, east Asia, south-east England, east west talks, etc

## **Emea**

Europe, the Middle East and Africa as an acronym is upper, lower case (as we pronounce it). So Emea not EMEA

## **Europe**

The entire continent, including the British Isles; do not confuse with the EU or with western Europe

## **The Hague**

Always with definite article, capital T



## 65. Miscellaneous style - cont

# Miscellaneous style - cont

### **Latin America**

Latin America is the parts of America where Spanish, Portuguese and French are the official languages: South America, Central America, Mexico and some Caribbean islands. Mexico is frequently and wrongly put in Central America. It is in North America, while being part of Latin America. Central America begins south of Mexico

### **Middle East**

Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Sudan, Syria, Turkey, United Arab Emirates, Yemen

### **north Africa**

Lower case n, since it is describing a region

### **North America**

Cap N, since it is the name of the continent

### **north-east/north-west**

Compass points are hyphenated and lower case: north-east, north west, south-east, south-west. The west, western Europe, central America. He lives in the north-east. See also entry for regions when referring to the specific administrative regions of the UK



# Miscellaneous style – cont

## **regions of England**

There are nine: East, East Midlands, London, North East, North West, South East, South West, West Midlands, and Yorkshire and the Humber. Please make sure you give these regions initial capitals if writing about them as administrative regions rather than geographical areas

## **Saudi**

Do not use as shorthand for Saudi Arabia.

## **Scandinavia**

Is Denmark, Norway and Sweden; the Nordic countries are these plus Finland and Iceland

## **South Pole/North Pole**

Initial caps. Same for North Pole

## **transatlantic/transpacific**

## **south-east Asia**

Like other regions of the world, this group of nations – Singapore; Malaysia; Indonesia; Philippines; Thailand; Myanmar; Laos; Vietnam; Cambodia; Brunei; and East Timor – has a lower case and hyphen for the geographical region. The nations – except for East Timor – are all members of the Association of Southeast Asian Nations (Asean)



# Miscellaneous style - cont

## **west Africa, east Africa**

Lower case for “w”

## **west, western**

Lower case, so western Europe, west coast, south-west England

## **US**

US on all mentions for the United States, not USA or U.S.

## **Avoid/with care**

Be careful not to use energy when you mean electricity. This is a common mistake but energy can also include transport and other types of heating

Use impact as a noun, sparingly, but not as a verb

Do not use k to mean thousand. Write out “He earns £30,000 a year” rather than £30k

Large – there are many contexts where big is fine





# Miscellaneous style – cont

Like means “similar to”. Do not use to introduce examples, replace with “such as” or “including”

Major is over-used

Massive ditto

Myriad means a large number and should not be followed by of: write about a myriad schemes, not a myriad of schemes.  
Use with caution

Significantly – over-used

Avoid spokesperson where possible. Official or representative are better alternatives. Prefer spokesperson to spokesman or spokeswoman

Beware tautologies such as joint co-operation, mutual agreement, new departure, past history, safe haven, close scrutiny, temporary reprieve, human or global pandemic.

Avoid top to mean important, senior, highly placed. The word is often used meaninglessly to impress the reader



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# Section 10

# Summary



## 70. Summary

# Summary

Content coming soon...

**Next up:** Thank you



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# Thank you