

## abbreviations

- Don't use full stops between the letters of any abbreviation, eg **GCSE** (or **GCSEs**), **NHS**, **LEA**, **HEFCE**, **TEF**.
- Write out the word in full first time, with the short version in brackets, then use the short version, eg **Oxford Brookes International (OBI) is responsible for supporting international students.**

## academic faculties and departments

- **School of Arts and Humanities** (each main word capitalised, no ampersand)
- **Faculty of Technology, Design and Environment**
- **Oxford Brookes' School of Law**
- **Oxford Brookes Business School** (not Oxford Brookes University Business School)
- **Oxford Brookes students** (Oxford Brookes is an adjective).

## A-levels (with hyphen)

## BROOKESbus, BROOKESkey

## bullet points

- Long bullets should be treated as full sentences and should start with a capital letter and end with a full stop.
- If your bullet points follow as part of a sentence, start each point with lower case letters, and put a full stop at the end of the last point.
  - **The advantages of living in halls include:**
    - **it's easy to budget - no utility bills**
    - **most rooms are en suite**
    - **support is available 24 hours a day, 7 days a week.**

## buildings

- **John Henry Brookes Building** (capital 'B' for building)
- **Joel Joffe Building.**

## campuses

- **Headington Campus** (not 'Gipsy Lane Campus', 'Gipsy Lane site' or 'Headington Hill site')
- **Headington Campus, Marston Road site**
- **Harcourt Hill Campus**
- **Wheatley Campus**
- **Swindon Campus.**

## capitalisation

Only use capital letters when absolutely required.

Capitalise the names of organisations and companies:

- **School of Architecture** but subsequently use lower case for **the school**
- **Brookes Union** but the union
- **John Radcliffe Hospital** but the hospital
- The exception is **University** with a capital U when talking about Oxford Brookes, eg **The University has outstanding teaching spaces.**

## Chancellor

- Dame Katherine Grainger PhD, Chancellor.

## Clearing (with capital C) - UCAS system

## courses

- Use the word **course** rather than 'programme'. ('Course' is more widely understood by external audiences.)
- Capitalise each main letter of the course title, eg **Animal Biology and Conservation.**
- Generic subject areas are lower case, eg **We offer a wide range of business and management degrees.**
- Capitalise course modules, eg **Introduction to Materials.**
- Capitalise **Semester 1** and **Year 1** (rather than semester 1 or year 1).

## dashes

- Use dashes sparingly to explain or add emphasis, eg **See our website for the latest information - links are at the bottom of each page.**
- Use normal dashes '-' instead of en/em dashes (web only).

## dates

- **26 January 2017**
- **1850s**
- **the 19th century** but **20th-century art**
- **2005-15** (print only)
- **2005 to 2015** (web only).

## disability language

- Use **disabled people, disabled students** not expressions that depersonalise such as 'the disabled'.

## eg/for example

- In external communications, avoid using eg; instead use **for example, for instance, such as, like** or **including.**

## GCSE (GCSEs)

## healthcare (one word)

## hyphens

- Use a hyphen where words are paired together as adjectives, eg **four-year course, full-time students, world-leading research, and practice-based teaching.**
- But **our research is world leading** and **the work is computer related.**
- Use a hyphen where vowels or consonants collide, eg **take-off, part-time, co-operate.**

## job titles

- Job titles held by specific people are upper case, eg **Professor Alistair Fitt is Vice-Chancellor of Oxford Brookes University.**
- Generic job titles are lower case, eg **Professor Alistair Fitt is a vice-chancellor.**
- General references to job titles are lower case, eg **The course leader offers individual tutorials as required.**

## lists

- We use commas to separate items in a list within text, eg **Brookes Sport offers a wide range of high-quality facilities including gyms, sports halls and outdoor pitches for tennis, football, hockey and more.** Don't use semicolons for this purpose.
- No comma is used before the word 'and' or 'or', unless a comma is required to avoid ambiguity, eg **We also have a climbing wall, swimming pool, steam and sauna room, and indoor rowing centre.**
- For bulleted lists, no commas are needed at the end of each line.

## numbers

Print only

- Spell out whole numbers one to ten; use figures from 11.
- Where using percentages, always use figures, eg **The survey showed that 7% of students did not agree.**
- Use a comma to denote thousands, eg **1,000.**
- Use m instead of million, eg **£220m is being invested in our campuses over the next 10 years** (no spaces between figure and 'm').

Digital only

- Use numerals rather than words for all numbers.

## Open Day

- Use initial capital letters when referring to Open Days run by Oxford Brookes. This is also the case for Applicant Day.

## Oxford Brookes University

External audiences (including prospective students)

- **Oxford Brookes University** in full first time, then **the University** or **Oxford Brookes** (do *not* shorten to just 'Brookes' for external audiences unless it's part of a student/graduate quote).
- use **Oxford Brookes International** (not OBU or OBI).

Internal audiences (including current students)

- Use 'Brookes' as well as 'Oxford Brookes' or 'the University'.

## percentages

- Use % not per cent.
- Always use figures with percentages, eg **The survey showed that 7% of students did not agree.**

## phone numbers

- No hyphens, and spacing as follows, eg **+44 (0) 1865 484848.**
- For internal extension numbers use **x4458** (not 'x 4458' or 'ext. 4458').

## Pro Vice-Chancellor

### qualifications

- **BA (Hons), BSc (Hons), LLB (Hons)** - bachelors' degrees (or bachelor's degree)
- **MA, MSc, MBiol, MMath, MPlan, MSci** - masters' degrees (or master's degree)
- **PhD**
- **DipHE** (diploma of higher education)
- **foundation degree - Fd(A) or Fd(Sc)**
- **PGCE** (postgraduate certificate in education)
- **PGCert** (postgraduate certificate)
- **PGDip** (postgraduate diploma)

### quotation marks

- Use double quotation marks for quotations, eg **"That's a great idea,"** he said. Use single quote marks for a quote within a quote.
- When quoting material from a report or survey use single quotation marks: **Most students visiting our careers service rated staff as 'very welcoming' or 'extremely welcoming'.**

### social media

When referring to social media on website/materials:

- **Facebook**
- **Instagram**
- **Snapchat**
- **Twitter**
- **WhatsApp**
- **Wifi**
- **YouTube.**

### subject areas

- Subject areas are lower case, eg **We offer a wide range of business and management degrees.**
- Course titles are capitalised, eg **Students on our Paramedic Science course develop six core skills.**

### terms of address

List in the following order:

- After a person's name, list academic qualifications with first degrees first and in ascending order (BA, MA, MBA, DLitt, PhD).
- Followed by memberships (FRSA, MCIPD, FCA, IMechE).
- Academic titles come before the state honour, eg **Professor Sir Liam Donaldson.**

## times

- Use **5.00pm** not '5pm' or '17.00'. (For exams the 24-hour clock is used, making it compatible with Moodle and PIP.)
- Use **12 noon** or **12 midnight.**

## titles

Books, magazines, conferences, exhibitions, films, reports, projects

- Use italics with capital letters for each main word, eg ***The Lord of the Rings, Journal of Psychiatry, HESA Destination of Leavers 2016***

Chapters, articles and sections

- Use single quotes and a capital letter for first word only and no italics, eg **See the section in the report entitled 'Student research stories'.**

## Vice-Chancellor

### website addresses

- Leave out 'http://' or 'https://' so the address is: **www.brookes.ac.uk**
- Only include 'http' if it doesn't have a 'www': **http://bms.brookes.ac.uk**

**This is a quick overview of the Oxford Brookes writing style guide. It includes the most common words and style points that we use.**

**To access the full guide, please visit:**  
[www.brookes.ac.uk/about-brookes/corporate-identity/writing](http://www.brookes.ac.uk/about-brookes/corporate-identity/writing)