



Brand *Guidelines*

Version 1.3 / August 2018



Brand Guidelines

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Greetings

Professor Richard A. Williams

In an increasingly competitive environment it is vital that Heriot-Watt University, the values we represent and the real benefit we deliver to society are clearly understood.

Building a strong identity and keeping it consistent is important in helping us do this. Like a DNA profile, it illustrates our uniqueness, reflecting who we are and what we stand for. We need to make sure it shines through in everything we do, so every time people come into contact with us, they get the same great feeling about Heriot-Watt.

Communication comes from every corner of our University. Through its content and presentation, it provides valuable information about who we are and what we deliver. Depending on how the information is perceived, our communication either strengthens or weakens Heriot-Watt in the minds of prospective students, research, business and community partners and our funders.

The success of our presence depends on all of us owning and standing up for it. We need to understand our goals, values and how to express them consistently. These guidelines have been developed and designed to help us to tell compelling stories about our success. They build on the unique Heriot-Watt heritage and personality, helping to shape perceptions of who we are, what we are about and where we are going.

I encourage everyone to use these so that together we can present Heriot-Watt, as we know it, a modern, forward thinking institution, a leader in ideas and solutions.



Richard A. Williams
OBE, FEng, FTSE

Principal and Vice-Chancellor



Tone of Voice

Good design, imagery and video content will catch an audience's eye, but when it comes to making claims, showing understanding and really giving people the confidence to choose us, these need to be combined with the right tone of voice, one that sets us apart from our competitors and represents who we are.

WHAT DOES THE HERIOT-WATT TONE OF VOICE SOUND LIKE?

From prospectuses to websites, adverts to speeches, a consistent tone of voice will help build and strengthen our brand.

Our tone of voice is:

- **Intelligent:** We are specialists. Text should be well balanced, informed and insightful;
- **Authoritative:** We have a reputation for excellence. Text should be confident and backed up with solid facts, clearly stating successes and confidently asserting opinions and ideas;
- **Inclusive:** We are a multi-national institution. Text should be relevant and accessible to a multi-national community, taking a global perspective;
- **Warm:** We are a supportive community. Text should be friendly, upbeat and inclusive, showing the human side of the University, using simple, accessible language and avoiding corporate language.

Tone of Voice

Continued

WHAT DOES THE HERIOT-WATT TONE OF VOICE SOUND LIKE? (CONTINUED)

Our tone of voice is not:

- **Bland:** Bring facts and messages to life with energetic, enthusiastic language and engaging stories;
- **Arrogant:** If we stick to the facts and substantiate claims we will never sound arrogant;
It is okay to say we are the best, if we can prove we really are;
- **Over-friendly:** Be warm, but professional. Text that tries too hard to be friendly can sound patronising;
- **Parental:** We should talk to our audiences, never at them.

The elements of our tone of voice should always be considered together, i.e. the Heriot-Watt brand when communicated should always sound intelligent, authoritative, inclusive and warm. But of course, we need to adapt our tone to reflect the subject matter being communicated, the channel and the audience. This means selecting the traits from the above list that most closely match your needs and asserting them in the text. For example, the tone adopted for a funding partner in a grant application will sound more authoritative, while addressing a student on social media will need a warmer tone.

Copywriting

When creating any content for the University, remember these fundamental rules of copywriting.

Put yourself in the shoes of the audience:

- What do they need to know and how is it relevant to them?
- The words, combined with any images, must engage, influence and motivate them to action;
- Try to gauge what they know already about Heriot-Watt and the subject you are writing about.

Write and speak in plain English:

- Be clear, concise and avoid jargon, obscure terminology and cliché no matter how technical or academic the subject.

Be Active, Not Passive

Command the Audience

Use Verbs Instead of Nouns

Address Your Audience Directly

Use Positive Language

Explain Any Unusual Words/Technical Terms

Copywriting

Continued

There are different ways of capitalising and multiple spellings of words. To avoid inconsistencies, please keep to the spelling and formatting guidelines below.

Spelling and Grammar

- Use UK spellings, even for an international audience;
- For further guidance, refer to the Oxford University Press reference guides;
- Apply these guidelines with common sense. It is possible to make exceptions, for example in promotional campaigns or for visual impact in design, at the discretion of the Marketing and Communications team.

For standard abbreviations and symbols see appendix (pages 26–34).

Service Differentiators

Our brand strapline is: we are **leaders in ideas and solutions**, with a distinctive portfolio and global reach. From the list below, select the most relevant messages for your audience and for your campaign or content creation needs.

ALL POTENTIAL UG/FOUNDATION STUDENTS

- World-class, research-informed teaching and learning, where you will study with people passionate about your subject;
- An international study experience and practical courses, leading to global career opportunities;
- Our focus and alliances mean local and international employers actively seek our graduates;
- Our graduates transform the world and society;
- We are globally recognised for our work in business, engineering, design and the physical, social and life sciences.

UK POTENTIAL UG/FOUNDATION STUDENTS

- From Edinburgh, one of the world's cultural capitals, to the Scottish Borders and Orkney, our UK campuses offer bespoke facilities and a distinctive environment.

DUBAI POTENTIAL UG/FOUNDATION STUDENTS

- Our Dubai campus offers you a British education of the highest standard.

MALAYSIA POTENTIAL UG/FOUNDATION STUDENTS

- With reduced living costs our Malaysia campus offers you an affordable British education of the highest standard.

Service Differentiators

Continued

POTENTIAL PGT STUDENTS

- An international study experience and practical courses, which lead to global career opportunities;
- World-class, research-informed teaching where you will study with people passionate about your subject;
- Our campuses offer real choice. From Edinburgh, one of the world's cultural capitals, to the Scottish Borders and Orkney, which offer bespoke facilities for specialist research;
- Our Dubai and Malaysia campuses offer high quality British education;
- Our graduates transform the world and society.

POTENTIAL COLLEAGUES AND RESEARCH STUDENTS

- Join an international community of scholars and professionals who deliver research excellence, innovation and research-informed teaching;
- Our campuses offer real choice. From Edinburgh, one of the world's cultural capitals, to the Scottish Borders and Orkney, which offer bespoke facilities for specialist research;
- Our Dubai and Malaysia campuses offer the opportunity for transnational research and education;
- Governments, global brands and world-leading institutions choose Heriot-Watt as a partner;
- Our people transform the world and society.

Continued overleaf.

Service Differentiators

Continued

CURRENT COLLEAGUES AND STUDENTS

- Be among those who are passionate about their subject in a place with a strong sense of community;
- Enjoy the benefits of the global Heriot-Watt community and international opportunities and partnerships;
- Our focus and alliances mean employers and partners actively seek to work with you; progress through postgraduate study and personal development to specialise, enhance skills and build a strong personal network.

ALUMNI

- Proud to be part of a heritage of educational innovation and excellence, which stretches back to 1821;
- Part of a global network in business sectors/subjects that boost your career and enable your future success;
- A university to turn to for personal development or help with your organisation;
- A university that you are proud to recommend to friends and children;
- An institution of fond memories to be cherished.

OPINION FORMERS AND BUSINESS PARTNERS

- A powerful driver and engine of the economy. Together with our partners, Heriot-Watt transforms people, society and the world;
- An international university, with a reputation for delivering innovation and educational excellence in business, engineering, design and the physical, social and life sciences;
- A trusted and sought after research and business partner with a proven track record for delivering solutions to real-world problems;
- Heriot-Watt graduates are professionally educated, globally employable, citizens of the world.

Our Values

These five core values sum up what our University and our community stand for. They set the standard for how we conduct ourselves as an organisation and how we talk to others.

When we think about how we communicate with others, we should have these Heriot-Watt values at the forefront of our minds, guiding our behaviour and helping us describe the University.



History and Heritage

Heriot-Watt was founded as the School of Arts of Edinburgh in 1821. It is widely recognised as the world's first 'mechanics institute', with an enduring focus on providing solutions to real problems.

Awarded University status by Royal Charter in 1966, we are named after two Scottish pioneers of technology, commerce and education: George Heriot, (financier to King James I/VI), and James Watt, (the eighteenth century inventor and father of the industrial revolution). In 1998 the Scottish College of Textiles in Galashiels merged with Heriot-Watt, creating a second campus in the Scottish Borders, just 38 miles south of Edinburgh.

In 2005 the University expanded overseas when it opened a campus in Dubai. This was followed in 2014 by our campus in Putrajaya, close to the Malaysian capital, Kuala Lumpur. The University also has a specialist campus in the Orkney Isles with a focus on island technologies and renewable energy.



Shield-of-Arms

Heriot-Watt University has a heraldic shield-of-arms. The application of the shield of arms is reserved for ceremonial purposes e.g. degree parchments and University certification. **It is not to be used for any other purpose without the express permission of the Director of Marketing and Communication.**



Brand Strapline

Leaders in Ideas and Solutions

This statement captures the spirit of Heriot-Watt and is the University's main strapline. It is at the heart of who we are, the starting point from which we develop all communications. Drawing on our history, heritage and the emotional and rational strengths of the University, it is a statement of purpose that aims to connect us with our audiences.

LEADERS IN **IDEAS** AND **SOLUTIONS**

LEADERS IN
IDEAS AND
SOLUTIONS

Our Personality

The personality statement below builds on the Brand strapline, helping us define our brand ‘personality’ so we can deliver consistent and compelling messages about the University to the world. This copy should not generally be reproduced verbatim, but brand-led campaigns and messaging should stem from this narrative.

PERSONALITY STATEMENT

Founded in 1821 as the world’s first mechanics institute, Heriot-Watt has a rich heritage and an established reputation as a leading research-led university. Now, our communities of scholars come from across the world and for a purpose: leaders in ideas and solutions, they deliver innovation and educational excellence in business, engineering, design and the physical, social and life sciences.

Working with leading academics, our students learn and thrive in our friendly community of campuses, with our partners and online. Our graduates are specialist, creative, professional and globally minded.

With their research-informed education underpinned by the Heriot-Watt values, they develop character, leadership skills and social mobility, becoming professionally educated, globally employable, citizens of the world.

Our roots are in Scotland, our ambition and reach are truly international. A leader in transnational education, wherever we are, Heriot-Watt is a powerful driver and engine of the economy. Together with our alumni, civic community and industry partners, we transform people, society and the world we live in.

Brand Characteristics

What makes Heriot-Watt distinctive is our unique offer based upon five defining brand characteristics:

Heriot-Watt is...

...*Global*, with a unique international university experience

Our campuses across the world and international community create a distinct university experience, a springboard for an international career.

...*Specialist*, a global leader in engineering, business and science

Since 1821 our leading scholars have been developing transformational solutions to global problems.

Continued overleaf.



“ Thanks to its international reputation and campuses in Scotland, Dubai and Malaysia, Heriot-Watt University provides the opportunity for students to work abroad, experiencing different parts of the world. I had great support from my lecturers, who were always ready to help and be available. Heriot-Watt is also the perfect place to focus on studying, because the campus is out of the city and the library is open 24 hours. I would say take full advantage of this experience, and of every opportunity the University offers, such as workshops and organised trips. It helps from a professional and personal perspective, as it increases students' knowledge in their chosen field, as well as the opportunity to build relationships with other students. ”

Nastassia Iswari, from Italy,
MSc International Marketing Management
with Digital Marketing

Brand Characteristics

Continued

...*Expert*, with people who lead their global professions

Specialist, creative and expert, our people set the gold standard and are sought by the best organisations world-wide.

...*Innovative*, with global education designed for a future world

Our university education builds inventive, entrepreneurial and resilient minds.

...*Connected*, with an unparalleled global community

We nurture and develop our people, a lifelong and unique community of leaders in ideas and solutions.



“
The big attraction for me was the core and optional courses that were part of my programme. I also really liked the opportunity to live on campus in a quiet and nice area. I am confident that the programme will give me a real edge in my career as I am specialising in what I'm really interested in and my applications for jobs have already been considered successful by a few companies.

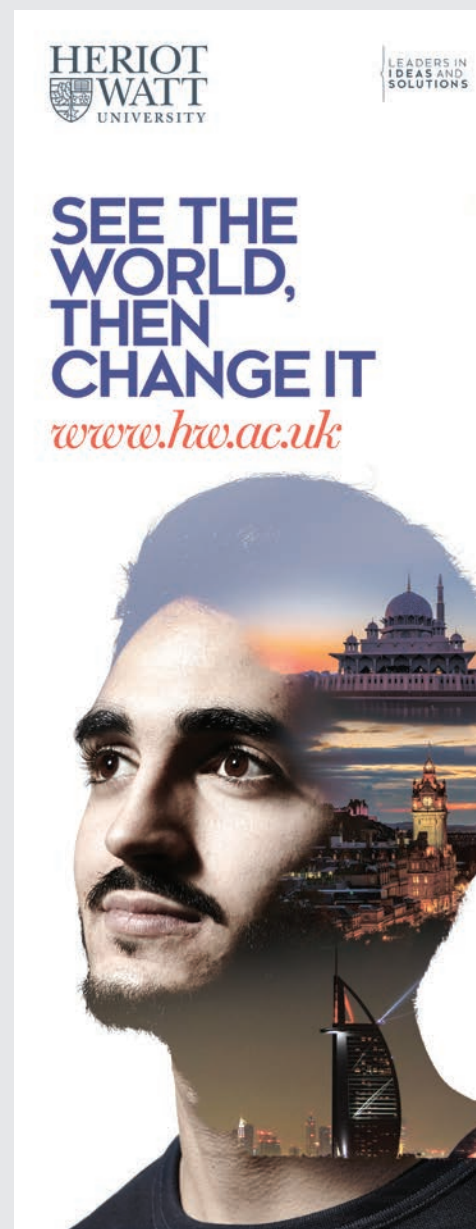
Vanessa Baldassari,
MSc International Accounting and Management
School of Management and Languages

Brand-led Campaigns

The Heriot-Watt brand defines who we are and what we represent. It is an integral element in all University communications and messaging. The University is a complex organisation and communicates with a wide range of stakeholders, namely students, staff, alumni, businesses and the general public.

In order to effectively communicate with each of these target audiences, specific brand-led campaigns and messages should be created and used. These should stem from the overarching positioning and personality statement.

This page shows an example of the brand-led student recruitment campaign 'See the world, then change it'.



Brand-led Campaigns

Continued

This page shows an example of the brand-led “Go Global” campaign.

My intercultural, teamwork, language and social skills all improved on my year abroad. I believe that these soft skills, as well as many others, will benefit me in the future regarding career prospects.

Harish Wilson
International Business, Management and Languages

Become a global student by taking part in an Inter-Campus Transfer, Erasmus+ or Exchange.

GO GLOBAL
Study and see the world

www.hw.ac.uk/goglobal

THE TIMES
GOOD UNIVERSITY GUIDE
2016

INTERNATIONAL UNIVERSITY OF THE YEAR

PHOTO: SHUTTERSTOCK/STEFAN BERTHOLD

Learning and Teaching

Heriot-Watt has built its reputation on adapting and evolving its learning and teaching to meet the changing needs of industry and society.

If you want an educational journey that is fun and rewarding, Heriot-Watt is definitely the right place to be! You can connect with people across the globe, meeting new friends from culturally diverse backgrounds.

Darshern Ravichandran
Malaysian Foundation Programme, Malaysia Campus

GRADUATE ATTRIBUTES
specialist, creative, global and professional

TEF Silver

HERIOT WATT UNIVERSITY
UNIVERSITY OF SCOTLAND | MALAYSIA

LEADERS IN
SOLUTIONS

Our global conversation

STRATEGY 2025

HERIOT WATT UNIVERSITY
UNIVERSITY OF SCOTLAND | MALAYSIA

LEADERS IN
SOLUTIONS

Our chosen direction

STRATEGY 2025

HERIOT WATT UNIVERSITY
UNIVERSITY OF SCOTLAND | MALAYSIA

LEADERS IN
SOLUTIONS

Our global ambition

STRATEGY 2025

Brand-led Campaigns

Continued

This page shows an example of the brand-led “Go Global” campaign.



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

GO GLOBAL
Study and see the world

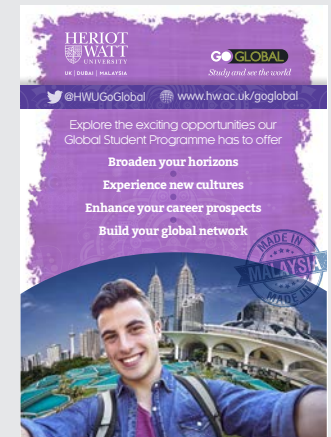
@HWUGoGlobal www.hw.ac.uk/goglobal

Explore the exciting opportunities our Global Student Programme has to offer

- Broaden your horizons
- Experience new cultures
- Enhance your career prospects
- Build your global network

WELCOME TO DUBAI WELCOME TO

A large photograph of a young man smiling, taking a selfie against a backdrop of the Dubai skyline.



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

GO GLOBAL
Study and see the world

@HWUGoGlobal www.hw.ac.uk/goglobal

Explore the exciting opportunities our Global Student Programme has to offer

- Broaden your horizons
- Experience new cultures
- Enhance your career prospects
- Build your global network

MADE IN MALAYSIA

A photograph of a young man smiling, taking a selfie in front of a modern building in Malaysia.



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

GO GLOBAL
Study and see the world

@HWUGoGlobal www.hw.ac.uk/goglobal

Explore the exciting opportunities our Global Student Programme has to offer

- Broaden your horizons
- Experience new cultures
- Enhance your career prospects
- Build your global network

SCOTLAND MADE IN

A photograph of a young woman smiling, taking a selfie in front of a cityscape at night, likely Edinburgh, Scotland.

Brand-led Campaigns

Continued

This page shows an example of the “Watt Club” visual identity.

HERIOT WATT UNIVERSITY | THE WATT CLUB

The future of artificial intelligence

An exploration of potential, fear and possibility in a world ruled by robots.

A lecture from:
Professor Michael Boden FBA

Date for your diary:
Wednesday 8 March 2017
6pm - 7.15pm
W80 Edinburgh, Lecture Hall 1

For more information about this event and to reserve tickets:
www.hwu.ac.uk/greatminds

HERIOT WATT UNIVERSITY | THE WATT CLUB

The newsletter for alumni and friends of Heriot Watt University

Newsletter title

Title of article
Lectio mollis turpessim liquam non eos et que collis in quarecta debis oisae vendit, quibusantem omni abo. Bussis dis sanduntur? No laecia cone pro expelen pilam eatinct adipsan ellor ad expadone num eos ma dolens pili, sandi cus nupia osam, con cuscit rita di sit, con nis mag nim hilorecur?

READ MORE

Title of article
Lectio mollis turpessim liquam non eos et que collis in quarecta debis oisae vendit, quibusantem omni abo. Bussis dis sanduntur? No laecia cone pro expelen pilam eatinct adipsan ellor ad expadone num eos ma dolens pili, sandi cus nupia osam, con cuscit rita di sit, con nis mag nim hilorecur?

READ MORE

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READ MORE

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[Unsubscribe](#) from the Newsletter list. [Update](#) your profile preferences. [Contact](#) this newsletter to a friend.

HERIOT WATT UNIVERSITY | THE WATT CLUB

Welcome to an exclusive club

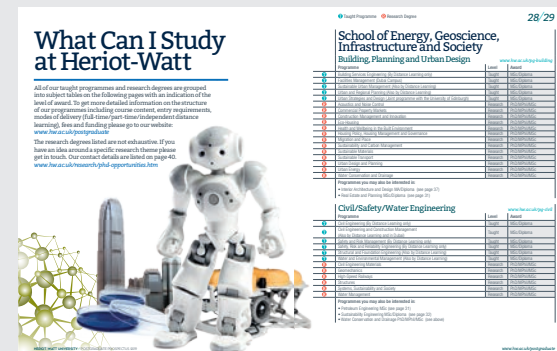
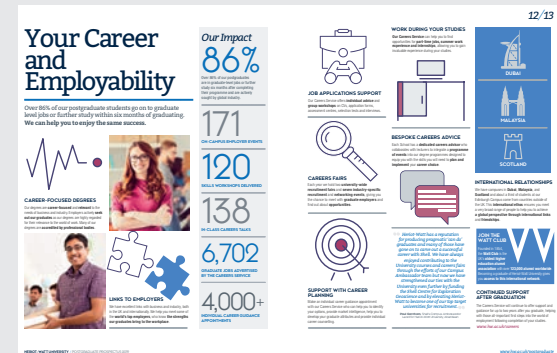
It is a pleasure to have you as a member of the Watt Club. We are proud to have you as a member of the Watt Club. We are proud to have you as a member of the Watt Club. We are proud to have you as a member of the Watt Club.

READ MORE

Brand-led Campaigns

Continued

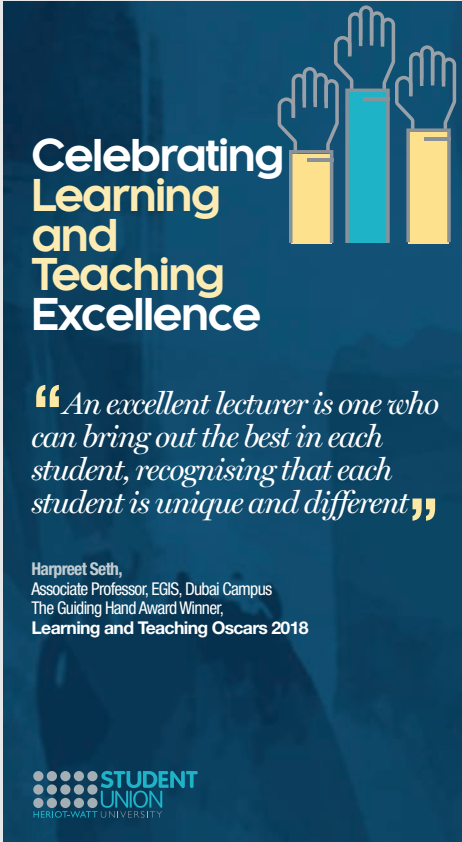
This page shows the covers and a double-page spread from the postgraduate and international prospectuses.



Brand-led Campaigns

Continued

This page shows an example of the Heriot-Watt “Learning and Teaching Campaign” visual identity.

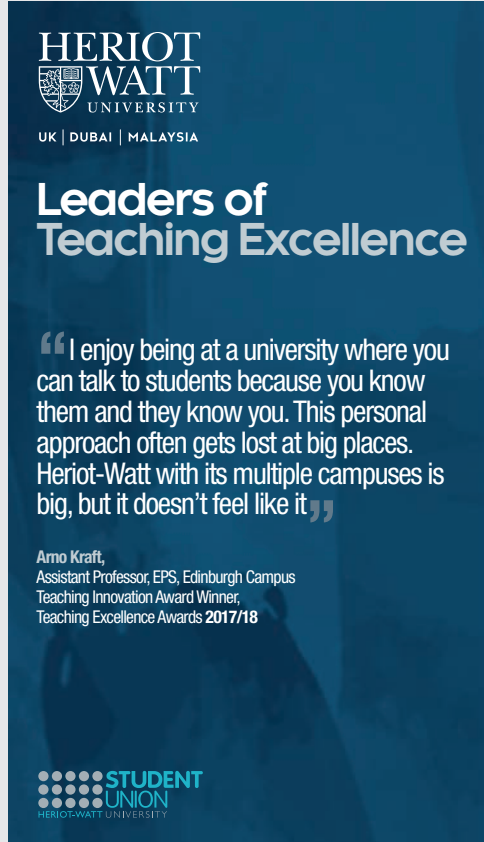


Celebrating Learning and Teaching Excellence

“An excellent lecturer is one who can bring out the best in each student, recognising that each student is unique and different”

Harpreet Seth,
Associate Professor, EGIS, Dubai Campus
The Guiding Hand Award Winner,
Learning and Teaching Oscars 2018

STUDENT UNION
HERIOT-WATT UNIVERSITY



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

Leaders of Teaching Excellence

“I enjoy being at a university where you can talk to students because you know them and they know you. This personal approach often gets lost at big places. Heriot-Watt with its multiple campuses is big, but it doesn’t feel like it”

Amo Kraft,
Assistant Professor, EPS, Edinburgh Campus
Teaching Innovation Award Winner,
Teaching Excellence Awards 2017/18

STUDENT UNION
HERIOT-WATT UNIVERSITY



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

Learning and Teaching Oscar Awards Dubai Campus Winners 2018

- + Harpreeth Seth, EGIS - The Guiding Hand Award
- + Haseem Chaudhry, EGIS - The Feedback Award
- + Talal Shaikh, MMCS - The Switched On Award
- + Steven Glasgow, SoSS - Most Accessible Lecturer Award
- + Sean Lochrie, SoSS - The Thinkers Award
- + Mehdi Nazarinia, EPS - The Refreshing Award
- + Shanithi D'Silva, Student Services - The Support Staff Award
- + School of Social Sciences (SoSS) - Department of the Year

STUDENT COUNCIL
HERIOT-WATT UNIVERSITY



Delivering high quality learning and teaching

“Good teaching is creative and innovative in its approach. It allows for freedom and growth of each student's personality and expression”

Harpreet Seth,
Associate Professor, EGIS, Dubai Campus
The Guiding Hand Award Winner,
Learning and Teaching Oscars 2018

STUDENT UNION
HERIOT-WATT UNIVERSITY

Brand-led Campaigns

Continued

This page shows an example of the brand-led campaign “Student Experience”.

TRANSFORMING our Student experience

CAMERON SMAIL LIBRARY

Study space allowing you to access all University-licensed software, online databases and journals, as well as other internet resources.

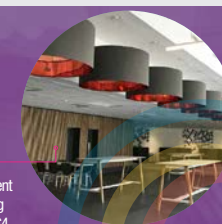


HERIOT
WATT
UNIVERSITY

ENHANCING our Student experience

JAMES WATT CENTRE

We continue to invest in the refurbishment and development of high quality learning spaces. Last summer we completed a £4 million renovation of the James Watt Centre



HERIOT
WATT
UNIVERSITY

Brand-led Campaigns

Continued

This page shows an example of the Heriot-Watt “We Created” visual identity.

HERIOT WATT UNIVERSITY

LEADERS IN IDEAS AND SOLUTIONS

Institute of Chemical Science

WE CREATED
molecular probes
for protein
function that
are driving
drug discovery

Our insights into proinflammatory enzyme structure-function relationships are being applied in drug discovery programmes targeting kidney disease and inflammation.

www.hw.ac.uk/research

www.hw.ac.uk

HERIOT WATT UNIVERSITY

LEADERS IN IDEAS AND SOLUTIONS

Institute of Biological Chemistry, Biophysics and Bioengineering

WE CREATED
techniques to
see beyond
the limits of
standard
microscopy

www.hw.ac.uk

HERIOT WATT UNIVERSITY

LEADERS IN IDEAS AND SOLUTIONS

Institute of Sensors, Signals and Systems

WE CREATED
intelligence
in homes
to help
the elderly...

www.hw.ac.uk

Image Library

The images we use say a lot about our brand and what it delivers, so it is essential we get them right. The University's Image Library has a wide range of photos you can use which are exclusive copyright to the University.

Heriot-Watt is happy to provide images for your use. There is no charge for this but do give photographers credit by including their name beside their image.

If you are commissioning local photography for inclusion on the Heriot-Watt Image Library, please ensure that you obtain copyright. Release forms are available on the website and these should be signed by photographers before work is undertaken.

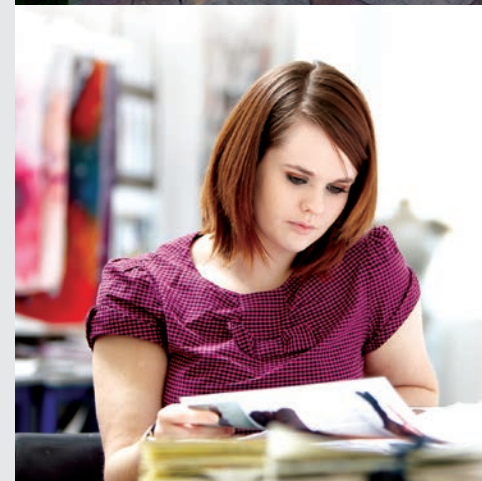
Submit the signed form and the high-resolution images (minimum uncompressed file size of approximately 12Mb) to Media Services for inclusion in the Image Library.

Please contact Media Services if you have any queries:

mediaservices@hw.ac.uk

Please visit our Image Library for a wide range of available photos:

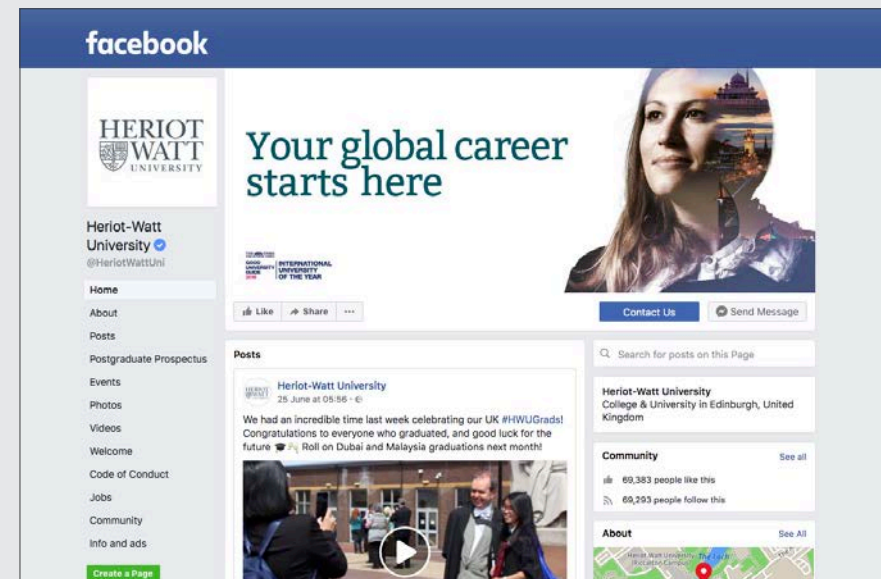
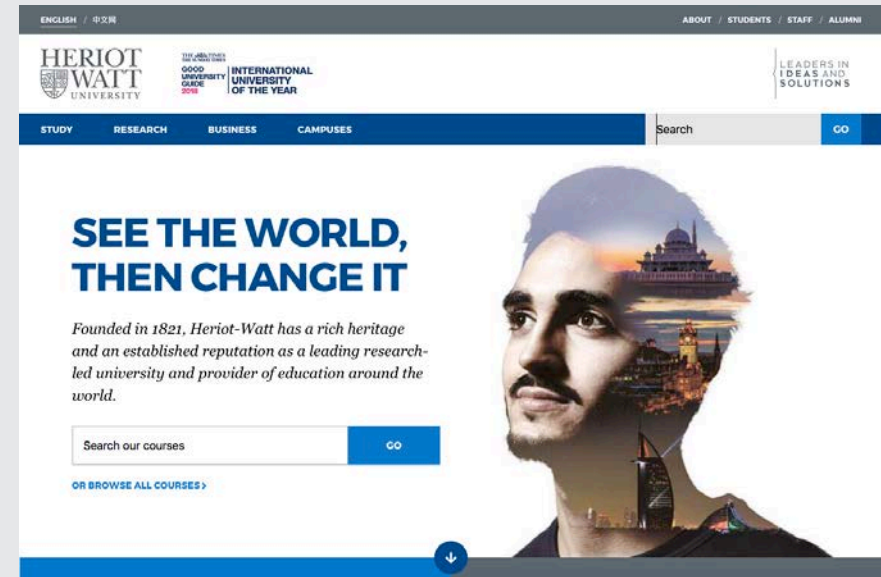
<http://imagelibrary.hw.ac.uk>



Digital Channels

Now and in the future the main way in which we reach and interact with our various audiences will be through digital channels.

Good communication practice applies, whether communicating through our website, on social media or through a prospectus. Our brand values should be evident in our language, tone and the imagery and content should represent the University and be accessible and compelling. For the website, content should be optimised for search engines.



Appendix

A guide to common use of written copy.

The following pointers come from the Plain English Guide and should help us deliver compelling copy.

Be Active, Not Passive

GUIDELINES

Make your sentences active by stating clearly any actions you want the audience to take. Put important information and action words at the beginning of sentences where possible.



Our student won an award.



An award was won by our student.

Command the Audience

GUIDELINES

Commands can be very compelling and clear and make it easier for the people to understand what they need to do.



Apply for this programme to become a Chemical Engineer.



Applying for this programme will help you to become a Chemical Engineer.

Use Verbs Instead of Nouns

GUIDELINES

This will make information more interesting and less dry.



We discussed the matter with our Knitwear students.



There was a discussion with our Knitwear students about this matter.

Continued overleaf.

Appendix

Continued

Address Your Audience Directly

GUIDELINES

Call the person 'you', even if they are only one of many people you are talking about generally and use 'we'. This helps to create a connection with the audience and encourages them to interact with us.



You will find excellent resources here.

We are a friendly, campus-based university.



Prospective students will find excellent resources here.

Heriot-Watt is a friendly, campus-based university.

Use Positive Language

GUIDELINES

Wherever possible, avoid negatives. This helps to match our friendly, approachable tone.



Please check you have the necessary qualifications before applying.



You will not be permitted to apply without the necessary qualifications.

Explain Any Unusual Words/Technical Terms

GUIDELINES

It is fine to use technical terms where needed but they must be explained upfront.

Continued overleaf.

Appendix

Continued

Examples of Words to Avoid

GUIDELINES

There are no hard rules here, but as a guide here are some examples of where simple words can replace more complex phrasing.



Extra
Tell
You
Start
Fill in
Keep to
So
Make sure
If
About
While



Additional
Advise
Applicant
Commence
Complete
Comply with
Consequently
Ensure
In the event of
Regarding
Whilst

There are some formal conventions that are best broken for today's copy. These are listed below and come from the Plain English Campaign. This does not mean you should break these rules all the time, just when they make a sentence flow better.

- You can start a sentence with and, but, because, so or however.
- You can split infinitives. So you can say to boldly go.
- You can end a sentence with a preposition. In fact, it is something we should stand up for.
- And you can use the same word twice in a sentence if you can't find a better word.

Appendix

Continued

Abbreviations and Symbols

GUIDELINES	✓	✗
Write contractions without a full stop.	Dr/Mr/Mrs	Dr./Mr./Mrs.
Write abbreviations with a full stop.	e.g./i.e./etc.	eg/ie/etc
Do not use ampersands '&' in place of 'and'.	Fees and bursaries.	Fees & Bursaries.

Award Names and Titles, Study Patterns etc.

GUIDELINES	✓	✗
Stick to conventions for degree qualifications.	BSc (Hons)/BA (Hons)/PhD.	BSc Honours/BA Hons/PHD.
Do not capitalise 'degree'.	Honours degree/Foundation degree.	Honours Degree/Foundation Degree.
Use apostrophes as shown.	Bachelor's degree/Bachelor's degrees/ Master's degree/Master's degrees.	Bachelors degree/Bachelors' degrees / Masters degree/Masters' degrees.
Use capital letters for subjects or qualification levels.	Design for Textiles BA (Hons).	Design for textiles BA (hons).

Continued overleaf.

Appendix

Continued

Brackets

GUIDELINES

Use standard round brackets (parentheses).



().



[] or { }.

Bullet Points

GUIDELINES

In bulleted lists use bullet points, not numbers (unless common sense dictates otherwise in specific circumstances) and capitalise the first word of the bullet point.



- First point;
- Second point;
- Third point.



1. First point;
 2. Second point;
 3. Third point.
-

For full sentences where an introductory phrase is part of the sentence, you should:

- Introduce the bullet points with a colon;
- Start each bullet point with a capital case letter;
- End each bullet point with a semi-colon;
- Except the last bullet, which has a full stop.

The bullet point can include more than one sentence. Each point must read correctly from the introductory phrase.

Remember you can:

- Study at your own pace;
- Go out, if you like;
- Build some relaxation into your studies;
- Choose from a wide range of subjects.

Remember you can:

- Study at your own pace
 - You can go out, if you like
 - A Wide Choice of Subjects
-

Continued overleaf.

Appendix

Continued

Capitalisation and Underlining

GUIDELINES

Capitalise the 'School of Textiles and Design' when using the University's full title and when referring to Heriot-Watt University. Use a lower case 'u' when referring to universities in general.



At the School of Textiles and Design you will find excellent learning facilities. The School is a market leader...



At the school of textiles and design you will find excellent learning facilities. The school is a market leader...

Capitalise formal titles of office holders before a name but lower case for subsequent informal references or for generic job titles. Note: vice-chancellor is hyphenated.

...and Vice-Chancellor Professor [insert name] attended the meeting. The vice-chancellor commented that... The admissions tutor will advise you. The press officer can provide more information.

... and vice-chancellor [insert name] attended the meeting. The Vice-Chancellor commented that ... The Admissions Tutor will advise you. The Press Officer can provide more information.

Quotation Marks

GUIDELINES

Always use single quotation marks (' ') rather than double (" ").



The School of Combined Studies provides a 'home' for students on joint honours degrees



The School of Combined Studies provides a "home" for students on joint honours degrees.

Continued overleaf.

Appendix

Continued

Hyphenation

GUIDELINES

Do not hyphenate noun compounds.



Website/healthcare/coursework.



web site/web-site health care/
health-care/course-work.

BUT where compound modifiers are used, they must be hyphenated to avoid confusion, for example to distinguish between 'deep-blue sea' and 'deep, blue sea'.

part-time study
a two-year course
work-based learning
well-known artists.

part time study
a two year course
work based learning
well known artists.

Use initial capitals only for the first part of a hyphenated compound.

Evidence-based Practice.

Evidence-Based Practice.

Do not hyphenate prefixes combining words.

Interprofessional/
Microengineering/Online.

Inter-professional/
micro-engineering/on-line.

Exceptions are made where there is the potential for confusion or mispronunciation eg. in double letters.

pre-eminent. But: cooperate
coordinate/microorganism.

Preeminent. Not: co-operate
co-ordinate/micro-organism.

Do not add a space on each side of a hyphen.

part-time.

part - time.

Add a space each side of a dash.

Visit the Edinburgh Campus –
we will meet you at Main Reception.

Visit the Edinburgh campus –
we will meet you at Main Reception.

Hyphenate written numbers.

twenty-one/seventy-six.

twenty one/seventy six.

Do not use hyphens to split words at line breaks; always carry the whole word over to the next line.

The atmosphere is
electric.

The atmosphere is elec-
tric.

Continued overleaf.

Appendix

Continued

Numbers – Figures or Words?

GUIDELINES	✓	✗
Use words for numbers up to ten in running text.	Eight.	8.
Use figures from 11.	43.	Forty-three.
Exception: Use words where a number is at the beginning of a sentence.	Two thousand international students study here.	2,000 international students study here.
Use commas to clarify numbers with four or more digits.	2,300.	2300.

Numbers – Units of Measurement

GUIDELINES	✓	✗
For UK locations use imperial measures for distance only.	The campus is 15 miles from Edinburgh.	The campus is 25 km from Edinburgh.
In all other instances use metric measurements.	The Malaysia campus is 40 km from Kuala Lumpur.	The Malaysia campus is 26 miles from Kuala Lumpur.
Write as figures followed by a space, then the abbreviated form of the unit (lower case with no stops).	50 km	50km.
Use % not percent in running text.	The cost is 15%.	The cost is fifteen percent.

Continued overleaf.

Appendix

Continued

Numbers – Times and Dates

GUIDELINES

Use the 24 hour clock.



Register for the open day at 13.00.
Lectures begin at 09.00.



Register for the open day at one o'clock.
Lectures begin at nine.

Write dates without commas or 'th' or 'st' starting with the day, followed by the month and then the year.

12 September 2007.

12th September 2007.

Do not abbreviate the month or year.

12 September 2007.

12 Sept 07.

If you are including days, write out the day in full without punctuation.

Wednesday 12 September 2007.

Wed, 12 September, 2007.

For a span of dates use a hyphen without spaces.

12-13 September 2007.

12 & 13 September 2007.

For a range of dates use commas.

12, 15, 21 September 2007.

12, 15 & 21 September 2007.

Note: 'from 12 to 15 September' not 'from 12-15 September'.

Write out centuries in words.

In the nineteenth century...

In the 19th century ...



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