

House Style

1. General Content

1. The text should be unambiguous, concise and easily readable.
2. Ensure all sentences have a verb and are otherwise syntactically complete. The only exception to this rule is an introductory phrase for a caption, such as St Anne's church, 1890. Avoid a 'telegraphic style' which omits articles, verbs, etc.
3. Delete any redundant phrases. Most obvious among these are This is a photograph of ... or This photograph shows ... Avoid using 'taken' to refer to the content of a picture, e.g. Bloggs's grocery, taken in 1932.
4. Avoid beginning sentences with a numeral.
5. Only use the abbreviation c. (for circa) in the initial descriptive sentence, or in brackets. In full sentences use 'around' instead. For example: The belfry was added in around 1950.
6. The serial comma (also known as the Oxford comma) should only be used to avoid ambiguity. However, in texts where the serial comma has been consistently applied throughout it should not be amended, as this will entail unnecessary work and is likely to introduce errors. In the event of uncertainty consult the Commissioning Editor.
7. For place names use modern spellings e.g. Mumbai instead of Bombay; Guangzhou instead of Canton.
8. Use Anglicised spellings with an 's' rather than a 'z,' even where both are acceptable (organised, localise, recognise).
9. Chapter numbers should always be simply an Arabic numeral (not a Roman numeral, not a word and not preceded by 'chapter').
10. If there is only an illustration or illustrations on a page, then there should be no running head/folio number.

2. Capitals

1. The general rule of thumb is that, if the word in question is being used generally, it should have a lower-case initial, while a specific example (often with a name) should have a capital. For example, Fred took the tram to the docks but The warship was moored in Gloucester Docks. A similar distinction should be made for the following:
 - a) Buildings and other structures, such as:
 - pier (An arcade on the pier but They worked on Brighton Pier)
 - promenade (Residents enjoyed walking along the promenade but The shop used to be on Seaview Promenade)
 - manor house (Lady Godiva lived in the manor house but Richmond Manor House was built in 1270)
 - park (People gathered in the park but The concert was in Hyde Park)
 - docks - see above

- b) Institutions, such as:
- school (Mary left school at fourteen but Watford Girls' Grammar School was founded in 1704)
 - university (Many were unable to go to university but George obtained a degree from Sheffield University)
 - college (She was a student at the college but The Church Road Tertiary College)
 - hospital (Seven people were treated in hospital but The Peace Memorial Hospital)
 - government (Her Majesty's Government but he works for the government)
 - parliament (the institution of Parliament but a session of parliament/parliamentary session)
 - crown (the queen wore her crown but the estate was forfeit to the Crown)
- c) Names of roads, squares and similar features, such as:
- street (There was a street party but 14 Nelson Street)
 - road (Barford's shop was on the Cambridge road but No. 27 Cambridge Road was a grocer's)
 - avenue, close, boulevard, square, etc. behave similarly
 - market place, green, churchyard: if this is the actual name and appears on road signs, etc., as such, it should have capitals. If it is merely a description, capitals should not be used.
- d) Officials' titles, such as:
- councillor (The councillors attended the celebrations but Councillor (or Cllr) Sid Fisher opened the school)
 - constable (The criminal was arrested by a constable but Constable Harris was on point duty)
 - mayor (Mrs Williams was the town's first female mayor but Mayor Marjorie Williams). Also with military titles: Lieutenant John Biggs but the lieutenant walked in.
2. More unusual titles, of which there is normally only one in any location, should have capitals, such as: Parish Beadle, Town Crier, Assistant Commissioner, etc. King and queen are only capitalised in titles, e.g. Queen Victoria or King of England.
 3. Names and titles should be capitalised both with a name (Richard, Duke of York [with no second comma after]; Earls Edwin and Morcar) and with a place (Earl of Norfolk; Earldom of Suffolk; Duchy of Lancaster). John, Lord Robertson, etc., should be written thus.
 4. Titles of officers in committees, such as secretary, treasurer, chairman, president, etc. should not use capitals. President of the United States but the president discussed his policies (same rule as for king and queen).
 5. Church with a capital C refers to the institution, while church with a small c refers to the building. For example: St Peter's church, Kinver, but the new hall was funded by the Church. There are two exceptions to this rule: Christ Church always has capitals, as does Free Church (which usually refers to the organisation and the building).

6. Cathedral should be written with a capital when used with a name, but with a small c elsewhere, for example: An engraving of St Paul's Cathedral before the Great Fire but The city councillors gather on the steps of the cathedral.
7. Religions, political parties and other large organisations have capitals, such as the Catholic Church, the Labour Party, Christian Aid, the Orange Order, etc. Also, when referring to the English Revolution, use Royalist and Parliamentarian to emphasise the two distinct sides. Royal Family but the royal carriage
8. Do not use capitals for north, south, east and west unless they form a genuine part of the name in question. Northern Ireland requires a capital; south London does not. The South Coast refers to the south coast of England, but Devon has a south coast.
9. The following should not have capitals: fire brigade, railway/bus station, police/fire station, public house, war memorial. Post Office should only have capitals when the organisation is referred to: I bought some stamps at the post office but the Post Office delivered a record number of letters.
10. Seasons do not have capital letters, but Christmas, New Year's Day, Easter, Whitsuntide, etc. do.
11. The following have capitals: VE Day; D-Day; Coronation and Jubilee when referring to a monarch's reign; Millennium when referring to the year 2000; Allies, Allied, etc. in the Second World War; Depression when referring to the 1930s; the Tube when referring to London's Underground. The Holocaust/the Restoration/the Reformation/etc. should have capitals.
12. Names of wars and battles have capitals, e.g. the First World War, the Battle of Hastings, the Gulf War, the Falklands War, the Blitz, etc.

3. Italics

1. The following items should be italicised:
 - a) Titles of the following:
 - books (Wuthering Heights, Encyclopedia Britannica)
 - epic poems and stand-alone titles which apply to the full work (Beowulf); this does not apply to 'normal' poetry
 - the Anglo-Saxon Chronicle is italicised, as are any similar chronicles (e.g. the Peterborough Chronicle, the Gesta Herewardi, etc). Note: Domesday Book is not italicised and is not preceded with 'the'. Magna Carta is not italicised.
 - plays (Antony and Cleopatra, Henry IV Part I)
 - films (Gone with the Wind)
 - television and radio programmes (Coronation Street, The Archers)
 - longer pieces of music (1812 Overture)
 - b) Names of newspapers and magazines (The Times, Bookseller).
 - c) Names given to individual locomotives, aircraft, motor vehicles and ships (e.g. the Flying Scotsman, Bluebird III, RMS Titanic, etc.). Note that names of classes, models, etc. (e.g. Princess-class locomotives, F117A Stealth fighter, Ford Anglia, etc.) and

registration and classification numbers should not be italicised.

- d) Foreign words, if not naturalised into English, e.g. French phrases such as *savoir faire*, Latin mottoes such as *Per ardua ad astra*.
 - e) *c.* for *circa* and *v.* for *versus* are always in italics. Abbreviations before dates should include a space, e.g. *c.* 1840, *d.* 1950, *r.* 1900–48.
 - f) Latin binomial names for plants and animals, e.g. The hop plant, *Humulus lupulus*.
2. Titles of newspaper/magazine articles, individual poems or songs from an anthology, first lines of hymns etc. should be written in Roman type and placed in quotation marks. For example: Fred Bloggs wrote an article entitled 'Uses for Old Photographs' in yesterday's Sunday Times.
 3. In a section of text written wholly in italics, names and so on which normally appear in italics should be in Roman.

4. Numerals, Numbers and Units of Measurement

1. Generally, quantities lower than 100 should be written in words, e.g. The bus could carry sixteen passengers, quantities higher than 100 should use figures. Do not mix numerals and words in a list of quantities. Note: sports books have specific rules.
2. Ages to be written in numerals, e.g. 31 years old, 12-year-old girl.
3. For numbers larger than twenty, a hyphen is used between tens and units (e.g. thirty-two).
4. Always use a comma to separate groups of three digits in numbers with four or more digits, e.g. 12,500.
5. Use X million rather than X,000,000.
6. For percentages, use numerals followed by per cent (set in Roman and two words): 12 per cent.
7. Numerals should always be used when combined with accepted abbreviations or conventional symbols (e.g. for units of measurement and currency), such as £4 19s 11d, 14ft 10in, 77mph, 10m, 25hp, etc. Note that there is no space between the numeral and the unit - this ensures that the two are not 'split' over two lines.
8. Units of measurement should be given their conventional abbreviation or symbol if they have one, but others, such as mile, acre, hour, minute, should be written in full, and used with numerals e.g. 20 miles, 68 acres.
9. Temperatures should be written as an abbreviation with the degree symbol e.g. 52°F (similarly for Celsius).

10. Avoid mixing Imperial and metric units illogically. Given the period covered by most of our books, it seems sensible to stick to Imperial units.
11. In most instances, sums of money should be written in figures, e.g. £2 12s 4d. Small numbers of pence can be written in words - note that quantities from twopence to elevenpence inclusive, and also threehalfpence and threefarthings, are all single words.
12. Do not give decimal equivalents of predecimal currency - they are only notional anyway, because of the effects of inflation.
13. 'Number(s)' can be abbreviated to No or Nos when applied to a numeral (e.g. No 2 Victoria Road). Always use numerals in this case. At the beginning of a sentence, use Number in full.
14. Never begin a sentence with an abbreviation, a numeral or a symbol.
15. Designations of regiments, battalions, Scout and Guide troops and hereditary noble titles should use ordinal numerals (1st, 2nd, etc.), e.g.: 4th Wolverhampton Scouts, the 6th Marquis of Blandford, etc. Ordinal numbers should otherwise be written in full: first, second, third, etc.
16. Fractions should be proper fractions as these can be converted into InDesign (go to Insert + Symbol, then choose the correct fraction from the list).

5. Dates and Times

1. Dates should follow the format 14 October 1974, in day-month-year order, with no ordinal letters or commas. Days of months should use numerals unless there is some specific meaning attached to a date: Americans might indulge in Fourth of July celebrations, for example.
2. Years to be elided as follows: J.S. Brown (1820-86). The exceptions are sports seasons and academic years, which are written the 1920/21 season or the winter of 2004/06. However, a building may be built in 1906-07, NOT 1906/07, which implies 1906 or 1907. En dashes should be used between dates. The important factor is consistency within the document.
3. Decades should be written in full in numerals to avoid confusion - the 1960s. When referring to two decades in numerals the form the 1960s and '70s is acceptable, but please check that the apostrophe is facing the right way.
4. When dating photographs approximately, use c. with an individual date, or write a decade: 1920s. Do not use c. with a decade. 1900s indicates the years between 1900 and 1910; for the entire century use twentieth century.
5. Always write centuries in full - the eighteenth century, etc. When used as an adjective a hyphen is needed: a thirteenth-century church. With late and early with a century, no hyphen is needed (e.g. in the late nineteenth century), but with mid a hyphen is used (mid-eighteenth century). Use a number with centuries rather than saying this century or last century.

6. Times can be written either in numerals, e.g. 11.30 a.m., or in words, e.g. one o'clock. When using a.m./p.m. always use numerals, with a stop rather than a colon, and with o'clock always use words. (Please note the space before a.m. and p.m.)
7. AD comes before a date, while BC comes afterwards: Julius Caesar invaded Britain in 54 BC but Claudius came in AD 43. Neither has stops. AD/BC should be set in small caps.

6. Abbreviations, Contractions and Initials

1. Abbreviations which do not include the final letter of the word should be written with a stop: Co., Rev., c., v., etc. Contractions which do include the final letter have no stop: Mr, Mrs, Ltd, Nos, etc.; plc is lower case, no stops.
2. Abbreviations such as e.g., i.e., a.m., p.m. etc. have stops but no spaces.
3. The ampersand (&) can be used with company names (Bloggs & Co.), and is useful in a list of pairings where there might be confusion with the 'and' before the last item, e.g. Sam & Laura, David & Tom, and Sarah & Luke. Otherwise it should be written in full. Note that Railway does not need Co. (or company) after it.
4. People's initials should be written with stops but no spaces between them; there is a space between the last initial and the surname, e.g. R.T. Colgan.
5. Words such as street, road, avenue, square, boulevard, close, etc. should always appear in full. Note that the contraction St denotes Saint, not Street.
6. Other sets of initials should have no stops, e.g. MP, OBE, NATO, EEC, etc.
7. Titles which have accepted and widely known abbreviations can be used when referring to individual holders of the title but not to denote holders of that title in general, e.g. Cllr E. Jackson but the councillors met in the Town Hall.
8. Titles and other phrases which may not be immediately recognised by readers should be written in full the first time they occur, but can be shown with initials thereafter.
9. Words such as photograph, advertisement, television, telephone should be written in full, except in direct quotations (and, of course, in Voices Remembered books).

7. Apostrophes with Shop Names, etc.

1. The names of many well-known chains of shops, companies, etc. are conventionally spelled without an apostrophe, eg Boots, Morrisons, etc. (but Sainsbury's)
2. Other names incorporated into shop names should have an apostrophe where appropriate: Robinson's Garage, Hartley's General Stores, etc.
3. Apostrophes should be avoided in describing the nature of a business when used with a name, e.g. Callendar's grocers, Kay's butchers, etc. However, the apostrophe should be retained when the shop is referred to without the name: opposite the butcher's.

8. Quotations, captions and figure references

1. Generally, any quotation over fifty words should be an extracted quotation. Something that is very important can also be put as an extract. Always use a colon before an extract, and put a line space before and after. Put the extract into the style 'extracts'. Make sure the text following the extract is not indented. Use a comma rather than a colon before quotes that are not extracted. References to the source of a quote should be displayed as follows:

Short quotes (within text) 'should run on as part of the normal sentence' (Author, 2009).

Long quotes (extracted)

Should display the reference after the full point.

(Author, 2009)

2. For quotations that are not extracted, single quotation marks ('...') should be used, with any further quotations within these marks using double inverted commas ("..."). Extracted quotations do not need quotation marks unless there is a further quotation within them, in which case single quotation marks should be used.
3. Always read extracts through to make sure they make sense, and note down any queries in your list for the author. Do not change anything without checking the original source or with the author first.
4. Whether full stops, commas, etc. come inside or outside quotation marks depends on the sense. If the text quoted forms a complete sentence, the punctuation should come inside; if not, and the punctuation belongs to the sentence as a whole, it should come outside.
5. Ellipsis. Use proper ellipsis ... and not . . . or ... to ensure they don't split over lines when paging. Ctrl + alt + full stop is the keyboard shortcut for this. A single space should be inserted before and after (but at the end of a quotation insert a space before but close up to the quotation mark). Try to avoid using ellipsis at the start of a quotation, and use your own judgement as to whether or not it is needed at the end. To be written thus: 'he left the house ...'
6. To indicate an interruption or editorial insertion within a direct quotation use square brackets - [...].
7. Captions should be formatted as follows:
Without acknowledgement
1 Bust of Cleopatra.
Note: Two spaces after number; full point at end.
With acknowledgement
1 Bust of Cleopatra, Allard Museum, Amsterdam. Copyright Richard Partridge
Note: Two spaces after number; acknowledgement in italics; no full point at end.
8. Figure references in the text should be formatted as follows:
Mono (34); colour (colour plate 4) Note: fig. no is in italics; brackets should not be.
e.g. The dig uncovered some amazing artefacts which were taken for analysis (34).
Note: the reference comes before the full point at the end of a sentence.

9. Hyphens and Dashes

1. For hyphenation of compound nouns (such as post-mill, breast-stroke, etc.), see individual team notes or the Oxford English Dictionary. Compounds used as adjectives should be written with a hyphen, as follows: London grew during the nineteenth

century but There are many nineteenth-century buildings in London; The church was hit during an air raid but Tube stations were used as air-raid shelters.

2. Do not use hyphens with adverbs, for example a specially designed building. Well followed by an adjective should be hyphenated when before a noun but not afterwards, e.g. a well-known singer but the singer is well known. Compass points printed in full as modifiers are hyphenated and are lower case unless part of a proper name: the South-East but south-east England.
3. Re- should have a hyphen (a) if the word is not commonly found and (b) to distinguish such forms as recover (get better) and re-cover (cover again).
4. Use hyphens to avoid ambiguity. Note the difference between, for example, a little used car (a ten-year-old Mini) and a little-used car (one with few miles on the clock), or 100 odd people and 100-odd people. Use hyphens to indicate an omitted common element in a series: four- and six-cylinder engines.
5. A dash used in a similar way to a comma or semicolon should appear 'long' (- , or an 'en-dash'), with a space before and after. A hyphen used in the ways described above should appear 'short' (-), with no spaces.
6. Use an en-dash for 'to' and 'and' between words of equal importance: e.g. Dover-Calais ferry, the Liverpool-Manchester line.
7. Words such as co-operation and co-ordinate to have a hyphen.

10. Lists of Names

1. The layout of these should avoid the need to repeat the words 'from left to right' before each row of people named. For example: From left to right, back row: Fran Cantillion, Simon Hamlet, Robin Harries, Michelle Tilling, Jo de Vries, Amy Rigg, Sophie Bradshaw, Matilda Richards. Front row: Emily Locke, Darren Lusty, Nicola Guy, Jamie Kinnear, Tracey Moore. Note that 'and' is not needed in such lists, and that each row of names is terminated with a full stop.
2. A position of authority should appear in brackets after the name, for example Laura Perehinec (player manager). Note that the bracketed part is in lower case.
3. Unknown persons are denoted by -?-, while unknown Christian names or initials are written ? followed by the surname. Names which are unconfirmed can be followed by (?). For example: K. Paul, N. Carter, -?-, K. Kinnear, ? Swain, G. Chapman (?).
4. When only a few names are known, use the following form: Back row, second from left: Katie Beard. Third row, extreme right: Barbara Botha. Front row, centre: Shaun Barrington.

11. End Matter

1. Appendices and Bibliographies.
It is very important that end matter is not rushed, as it needs to be clear, consistent and user-friendly.

First, check if the author has used a consistent style for most of the end matter. If they have, it makes sense to stick to that. If not, use:

Books:

Smith, A.N., *Patterns in Human Geography* (London: Penguin, 1976). N.B. Place of publication before publisher.

Articles in periodicals:

Cousins, P., 'Theories in democracy', *Public Administration Bulletin*, vol. 23, pp.40-53.

It is best not to have too many styles, but make sure headings are clear.

2. Endnote references

These can be a pain if the author has used automatic formatting. You need to put every number in the style 'endnote ref'. Endnote references should appear outside the punctuation and should not be left as 'superscript'. Often, endnote references will link to the actual endnotes. This link needs to be removed manually. It depends on how the author has formatted them, but you should be able to copy and paste the actual endnotes into a new document.

3. Endnotes

These should be titled Notes and not Endnotes, and put into the style 'endmatter', regardless of whether they are appearing at the end of each chapter or the end of the book.

Each endnote should be preceded by its number, a point, then a tab. (The same can be done for the Contents page.) The number should be in the same style as the text. Make sure all endnotes have their correct number and are in order. Edit the same way as you would the rest of the text. It is often fine to leave things in note form rather than constructing proper sentences. Please check with the person who did the delivery report if you are unsure.

4. Index

Unless agreed otherwise at contract stage, it is the author's responsibility to create an index. It is a good idea to print out the author's hard copy before you start, in case you have to remove automatic formatting which might make sub-entries unclear.

Please keep the Index as simple as possible. Check that the author has not referenced anything in the prelims or endmatter. It is also best not to differentiate pictures from text - just give the page number. Each entry should start on a new line, with spaces inserted between each change of letter e.g. between the A's and B's, etc. Preferably no comma after the entry.

Example:

Jones 12, 45, 128

Please put a single tab before each sub-entry. Otherwise, keep formatting to a minimum. You do not need to indent any text, regardless of how it looks on the page. Instances where sub-entries might be used include names:

Smith

Sarah 12, 45, 128

Michael 12, 45, 128

And aircraft (manufacturer, followed by type):

Hawker Siddeley

HS1182 Hawk 12, 45, 128

Nimrod 12, 45, 128

If there are sub-sub-entries, add another tab!

Index spelling and grammar must be checked as it often differs from the rest of the book. You may need to tell whoever is doing corrections and adding the Index to the InDesign document to do lots of careful Finds & Replaces.