

# South Yorkshire Safer Roads Partnership

## Style guide

### Summary

The South Yorkshire Safer Roads Partnership (SYSRP) style guide covers style, spelling and grammar conventions for all content published for public release – on the website and social media channels, in print, in presentations, and reports. The style guide is arranged alphabetically.

### Communications framework

Name	Style guide
Version	1.0
Last updated	11 July 2018
Review schedule	Biennial, ahead of financial year
Review date	31 January 2020
Review body	Safer Roads Tactical Group

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## Notes

Items in blue with a ♦ have been added since the style guide was last reviewed and are subject to sign off at the next review.

A green Ω omega represents a change in style since the previous version. Details can be found in the change log at the end of the style guide.

If there's a point of style that is not covered here, please email [enquiries@sysrp.co.uk](mailto:enquiries@sysrp.co.uk) for clarification, and it will be included in the next review of the style guide.

## A to Z

### 0-9

10 Day Active Travel  
Challenge

Uppercase with numeral '10', not ten.

### A

Abbreviation and acronyms

The first time you use an abbreviation or acronym explain it in full the first time it is referenced and then write the abbreviation in brackets. For example, education, training and publicity (ETP); education, enforcement and engineering (Three E's).

Exceptions to this rule are where:

- it is a well-established and known abbreviation, for example USA, MOT, DVLA
- it refers to an organisation's branding or trademark, for example BBC, BT, ITV
- it contradicts a Partner's branding, for example Highways England should not be abbreviated to HE – see [Highways England](#)
- it is about Project EDWARD – see [Project EDWARD](#)
- it is about the CRASH recording system – see [CRASH](#)

In reports, add all abbreviations and acronyms to the glossary.

academy

Lower case. Only use uppercase when referring to the name of an academy, like Maltby Academy. See also [Titles](#).

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accident	Do not use accident in place of road traffic collision or crash. See also <u>collision</u> , <u>crash</u> and <u>RTC</u> .
act, act of Parliament	Lower case. Only use upper case when using the full title: Data Protection Act 2018, for example.
Addressing the user	Address the user as 'you' where possible. We often make direct appeal to people and businesses to influence behaviour or take action: 'You may be over the legal alcohol limit the next morning' or 'Book your <i>BikerDown!</i> place today', for example.
Americanisms	Do not use Americanisms. You fill in a form, not fill out a form. You tick a box, not check a box. Use the -ise rather than -ize suffix: organise not organize, for example.
Ampersand	Use 'and' rather than &. Exceptions to this rule are where: <ul style="list-style-type: none"> <li>• it's a company's name as it appears on the Companies House register</li> <li>• for Twitter posts where it saves space on the number of characters</li> </ul>
approved driving instructor (ADI)	Lowercase.
A-road	Hyphenated.

## B

Barnsley Council	Uppercase. Only use Barnsley Metropolitan Borough Council or BMBC in reports or when referencing it in an official capacity. See also <u>listing councils</u> .
baseline	One word, lowercase.

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BATAK	Reaction test apparatus. Capitalised as it is their brand.
<i>Be Bright, Be Seen</i> / 'be bright, be seen'	Uppercase and italics when referring to the <i>Be Bright, Be Seen</i> campaign. Lowercase, in single quotation marks when urging someone to 'be bright, be seen' as a pedestrian or pedal cyclist.
bike	Lowercase except when referred to in the Think Bike campaign. Use with caution as it can refer to both a push bike or a motorcycle – ensure it is clear from the context.
Bikeability	Nationally-recognised cycle training. Lowercase.
<i>BikerDown!</i>	Scene management training for powered two-wheeler riders. One word, uppercase with a capital 'D' and an exclamation mark. Our interventions, services and training are italicised, except in a title or heading.
<i>Bikesafe</i>	Police-led training for powered two-wheeler riders. One word, uppercase. Our interventions, services and training are italicised, except in a title or heading.
blind spot	Two words, lowercase.
B-road	Hyphenated.

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Brackets Use (round brackets), not [square brackets] except for variable text explanatory notes in reported speech. For example:

Variable text such as [your employer].

“Thank you [portfolio holder] Councillor Smith.”

Do not use round brackets to refer to something that could either be singular or plural, like ‘Check which document(s) you need to send to DVLA.’

Always use the plural instead, as this will cover each possibility: ‘Check which documents you need to send to DVLA.’

Bullet points You can use bullet points to make text easier to read. Make sure that:

- you always use a lead-in line
- the bullets make sense running on from the lead-in line
- you use lower case at the start of the bullet
- you do not use more than one sentence per bullet point - use commas or dashes to expand on an item
- you do not put ‘or’ or ‘and’ after the bullets
- you do not put a semicolon at the end of a bullet
- there is no full stop after the last bullet point

See also [Numbered list](#).

## C

C of E For Church of England when referring to school names.

cabinet Lowercase.

campaign Lowercase unless part of the name: For example the *Be Bright, Be Seen* campaign and the Campaign Against Drink Driving.

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## Capitalisation

DO NOT USE BLOCK CAPITALS FOR LARGE AMOUNTS OF TEXT AS IT'S QUITE HARD TO READ.

Always use lower case, even in page titles. The exceptions to this are proper nouns, and:

- government departments
- the Civil Service, with lower case for 'the'
- job titles, role titles: Safer Roads Manager, Councillor
- titles like Mr, Mrs, Dr, the Duke of Cambridge (the duke at second mention)
- Rt Hon (no full stops)
- buildings
- place names
- brand names
- faculties, departments, institutes and schools
- names of groups, directorates and organisations: Tactical Group, Practitioners' Group, Stronger Safer Communities Reserve
- header cells in tables
- titles of books (and italicised), for example, *The Highway Code*

Do not capitalise:

- government - see government
- government department or ministry - never Department or Ministry, unless referring to a specific one: Department for Transport, for example
- director general (no hyphen), deputy director, director, unless in a specific job title
- policy themes like safer communities, promoting economic growth, local enterprise zones

'car dooring'

Two words in single quotation marks.

car seat

Two words.

car user

Two words, not hyphenated.

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casualty / casualties	Lowercase.
<i>CBT Plus</i>	Additional training for powered two-wheeler riders. Uppercase. Our interventions, services and training are italicised, except in a title or heading.  Do not refer to as compulsory basic training plus. See also <u>compulsory basic training</u> .
Central Team	Uppercase.
chief constable	Lower case except where it's a title with the holder's name, like Chief Constable Stephen Watson.
'close pass' mat	Lowercase. See also <u>Safe Pass</u> .
combined authority	Lowercase. See also <u>Sheffield City Region</u> .
collision	Lowercase. Avoid using the word accident. See also <u>crash</u> and <u>RTC</u> .
<i>Collision</i>	The road safety intervention is one word, uppercase. Our interventions, services and training are italicised, except in a title or heading.
Commas	Use commas to separate items in a list. Use of the Oxford comma is allowed when it aids clarification:  'Using a mobile phone, not wearing a seatbelt, driving too quickly, and drink and drug driving.'
compulsory basic training	Lowercase. See also <u>CBT Plus</u> .
co-operation	'Co-o' words are hyphenated.
council	Lowercase, unless part of a name: Sheffield City Council. See also <u>local authority</u> .

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countywide	Lowercase.
countywide road safety officer	Lowercase, unless referring to a specific post-holder. For example, speak to a countywide road safety officer; email Mary Jones, Countywide Road Safety Officer.
CRASH	Collision Reporting and Sharing System – does not need to be written in full and is uppercase.
crash	Where possible use 'collision', but crash can be used subsequently to vary the language. Avoid using 'accident' in this context. See also <u>collision</u> and <u>RTC</u> .
<i>Crucial Crew</i>	Personal safety education programme. Two words, uppercase and italicised.
cyclist	Lowercase. See also <u>pedal cyclist</u> .
<b>D</b>	
data	Treat as a singular noun.



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Dates	<p>Always explain what your date range represents, eg 'financial year 2019 to 2020' or 'September 2013 to July 2014'. Date ranges can be the academic year, calendar year or financial year.</p> <p>When referring to dates:</p> <ul style="list-style-type: none"> <li>• use upper case for months: January, February</li> <li>• do not use ordinal numbers for the date: 4 July not 4<sup>th</sup> July</li> <li>• do not use a comma between the month and year: 4 July 2019</li> <li>• when space is an issue - in tables or publication titles, for example - you can use truncated months: Jan, Feb</li> <li>• we use 'to' in date ranges - not hyphens, en rules or em dashes, except when talking about years: academic year 2018-19 <ul style="list-style-type: none"> <li>○ Monday to Friday, 9am to 5pm (put different days on a new line, do not separate with a comma)</li> <li>○ 10 November to 21 December</li> </ul> </li> </ul>
<i>Dim Family</i>	<p>Road safety intervention for primary-aged school pupils. Uppercase. Our interventions, services and training are italicised, except in a title or heading.</p>
Doncaster Council	<p>Uppercase. Only use Doncaster Metropolitan Borough Council or DMBC in reports or when referencing it in an official capacity. See also <a href="#">listing councils</a>.</p>
drink driving/riding	<p>Lowercase, two words, not hyphenated.</p>
<i>Drive for Life</i>	<p>Interactive road safety intervention aimed at 17 to 24 year-olds. Three words, uppercase. Do not use a '4' instead of 'for'.</p> <p>Our interventions, services and training are italicised, except in a title or heading.</p> <p>Abbreviate to DfL, not D4L.</p>
driving licence	<p>Not driver's licence. See <a href="#">Americanisms</a>.</p>

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Driving for Better Business                      Uppercase. On first mention refer to Highways England: for example, Highways England's Driving for Better Business initiative. Do not italicise as it's not an SYSRP campaign.

drug driving/riding                                      Lowercase, two words, not hyphenated.

## E

Three E's    Capitalised, not Three Es – use an apostrophe for the sake of clarity. Only use after education, enforcement and engineering has been used in full. See also Abbreviation and education, enforcement and engineering.

early years    Lowercase.

education, training and  
publicity    Lowercase.

eg, etc and ie    eg can sometimes be read aloud as 'egg' by screen reading software. Instead use 'for example' or 'such as' or 'like' or 'including' - whichever works best in the specific context.

etc can usually be avoided. Try using 'for example' or 'such as' or 'like' or 'including'. Never use etc at the end of a list starting with these words.

ie - used to clarify a sentence - is not always well understood. Try (re)writing sentences to avoid the need to use it. If that is not possible, use an alternative such as 'meaning' or 'that is'.

email    One word, not hyphenated.

Email addresses    Write email addresses in full and lowercase: [enquiries@sysrp.co.uk](mailto:enquiries@sysrp.co.uk) not enquiries inbox or enquiries account.

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education, enforcement and engineering	Lowercase and in this order. See also <a href="#">Abbreviation</a> and <a href="#">Three E's</a> .
etc	See <a href="#">eg, etc and ie</a>
European Day Without A Road Death	See <a href="#">Project EDWARD</a> .

## F

'Fatal Four'	Catch-all phrase for the four main contributory factors to fatal road collisions. Two words, uppercase and in single quotation marks. When talking about the 'Fatal Four' make sure you give an explanation as to what it is.
Facebook	Uppercase as it is a brand name.
field impairment test or 'fit' test	Lowercase. Write 'fit' test in single quotes, not brackets, because it's not a field impairment test test! Also known as a field impairment assessment.
fine	Use 'fine' instead of 'financial penalty'. For example, "You'll pay a £200 fine." For other types of sanction, say what will happen to the user - you'll get points on your licence, go to court and so on. Describe what the user might need to do, rather than what we call a thing.
fire and rescue service	General term in lowercase. Note that South Yorkshire Fire and Rescue does not include 'service'.
Freshers' fair	Fresher is uppercase. The plural is Freshers. Possessive plural is Freshers'. Fair is lowercase.
further education	Lowercase.

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## G

GCSE, GCSEs	No full stops between the initials. No apostrophe in the plural.
Geography and regions	Use lower case for north, south, east and west, except when they're part of a name or recognised region, such as South Yorkshire.
<i>Ghost Street</i>	Road safety intervention aimed at Y8 pupils. Uppercase. Our interventions, services and training are italicised, except in a title or heading.
government	Lowercase.
Great Britain	Refers only to England, Scotland and Wales excluding Northern Ireland.  If you're telling users about multiple areas, use (for example) 'England, Scotland and Wales'.
green cross code	Lowercase.

## H

handheld	One word, lowercase.
hands-free	Two words, lowercase and hyphenated.
headteacher	One word, lowercase. You can use head if the context is clear.
high-visibility / hi-vis	Two words, hyphenated. Hi-vis does not need to be written out in full as it is commonly understood. Do not use 'viz'.
higher education	Lowercase.

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<i>H16HWAY</i>	Road safety intervention for Y10 pupils. Capitalised. Our interventions, services and training are italicised, except in a title or heading.
Highways England	Not Highways Agency. Two words, uppercase. Do not abbreviate to HE – see <u>Abbreviation and acronyms</u> .
homepage	One word, lowercase.
HOPE	Peer support charity. Capitalised as it is their brand.
hospital episode statistics (HES data)	Lowercase.
hyperlinks	See <u>web links</u> .
hyphenation	<p>Hyphenate:</p> <ul style="list-style-type: none"> <li>• re- words starting with e, like re-evaluate</li> <li>• co-ordinate</li> <li>• co-operate</li> </ul> <p>Do not hyphenate:</p> <ul style="list-style-type: none"> <li>• reuse</li> <li>• reinvent</li> <li>• reorder</li> <li>• reopen</li> <li>• email</li> </ul> <p>Do not use a hyphen unless it's confusing without it, for example, a little used-car is different from a little-used car.</p>
<b>I</b>	
ie	See <u>eg, etc and ie</u>
in-car safety	Lowercase, hyphenated.

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Inmotion!	Uppercase with a exclamation mark. Note that the ‘m’ in Inmotion! is lowercase.
internet	Lowercase.
Interventions	See <u>Italics</u> .
Italics	<p>Use italics when writing the name of an SYSRP intervention, service or training programme. Use italics too for books and publications – see <u>Media outlets</u>.</p> <p>If the surrounding text is already italicised, use non-italicised text for emphasis instead.</p> <p>For example: <i>To book your BikerDown! place visit the website.</i></p>

## J

<i>Jessie’s Journey</i>	Road safety intervention for primary-aged school pupils. Uppercase, italicised.
Job titles	<p>Specific job titles and role titles are upper case: Safer Roads Manager; Mary Jones, Countywide Road Safety Officer; Councillor Adam Smith.</p> <p>Generic job titles and ministers’ role titles are lower case: chief executive, countywide road safety officer, councillor.</p>
Junior Road Safety Officer (JRSO)	Uppercase.

## K

key stage (KS1, KS2)	Lowercase, but use numeral.
killed and seriously injured (KSI)	Lowercase.

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## L

law	Lowercase.
<i>Learn and Live</i>	Road safety intervention aimed at Y10 school pupils. Uppercase. Our interventions, services and training are italicised, except in a title or heading.
<i>Learn Safe, Drive Safe</i>	Learner driver scheme. Uppercase. Our interventions, services and training are italicised, except in a title or heading.
Lifewise Centre	Uppercase.
Listing councils	List councils in alphabetical order. Barnsley, Doncaster, Rotherham and Sheffield councils. See also <a href="#">Partners</a> and <a href="#">Sheffield City Council</a> .
Lists	<p>Lists should be bulleted or numbered to make them easier to read. Use numbered lists to outline a process or step by step instructions. See <a href="#">Bullets</a> and <a href="#">Numbered lists</a>.</p> <p>Very long lists can be written as a paragraph with a lead-in sentence if it looks better: 'The following drugs are on the list of banned substances for driving: amphetamine, clonazepam, diazepam...'</p>
local authority	Lowercase. Use council instead of local authority where possible. See also <a href="#">council</a> .
Local Transport Partnership	Uppercase.

## M

'M' check	Uppercase 'M' in single quotes.
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*Making South Yorkshire  
Roads Safer*

Uppercase and italicised when referring to the SYSRP strategy.

Mathematical content

Use a minus sign for negative numbers: -6

Ratios have no space either side of the colon: 5:12

One space each side of symbols: +, -, x, ÷ and = (so: 2 + 2 = 4)

Use the minus sign for subtraction. Use the correct symbol for the multiplication sign (x), not the letter x.

Write out and hyphenate fractions: two-thirds, three-quarters.

Write out decimal fractions as numerals. Use the same number format for a sequence: 0.75 and 0.45

Measurements

Use numerals and spell out measurements at first mention.

Do not use a space between the numeral and abbreviated measurement: 3,500kg not 3,500 kg.

If the measurement is more than one word, like miles per hour, then spell it out the first time it's used with the abbreviation. From then on, abbreviate. If it's only mentioned once, do not abbreviate.

Media outlets

Newspapers, blogs and programmes should be italicised, for example *The Star*, *Rotherham Advertiser*, *Look North*.

members' area

Lowercase with a possessive apostrophe after the plural.

Millions

Always use million in money (and billion), or anything else that is countable: £138 million, 1.2 million people.

Use millions in phrases: millions of people.

But do not use £0.xx million for amounts less than £1 million.

Do not abbreviate million to m.



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minister	<p>Use uppercase when used with a name, as a title, like Road Safety Minister Jesse Norman.</p> <p>When used without the name, shortened titles are lower case: The road safety minister welcomed the research team.</p>
Money	<p>Use the £ symbol: £75</p> <p>Do not use decimals unless pence are included: £75.50 but not £75.00</p> <p>Do not use '£0.xx million' for amounts less than £1 million.</p> <p>Currencies are lower case.</p>
Months	See <u>Dates</u> .
Mosaic	Uppercase, as it is a brand name.
Mosaic categories	Categories such as Family Basics, Transient Renters, Municipal Challenge (and so on) are uppercase as they are part of a brand.
motorway	Lowercase. Do not use M-road, but you can use M1, M18, M180 and A1(M) if you want to be specific about local motorways. See also <u>smart motorways</u> .
mobile phone / mobiles	Lowercase.
<b>N</b>	
Newspapers	See <u>Media outlets</u> .
night-time engagement	Lowercase, with night-time hyphenated.
north	Lowercase.

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north-east, north west

Lowercase.

North Yorkshire

Uppercase.

Numbers

Numbers one to twelve should be written out in full unless they include decimals, refer to the time, refer to money or are part of a name, such as '10 Day Active Travel Challenge'.

Write all other numbers in numerals.

Where a number starts a sentence write it out in full (Thirty-four, for example) except where it starts a title or subheading.

For numerals over 999 - insert a comma for clarity:  
9,000

Spell out common fractions like one-half.

In text write out per cent rather than using the % symbol. In tables using the % symbol is fine.

Use a 0 where there's no digit before the decimal point.

Use '500 to 900' and not '500-900' (except in tables).

Ordinal numbers

Spell out first to ninth. After that use 10th, 11th and so on.

Do not use ordinal numbers for dates – see [Dates](#).

In tables, use numerals throughout.

Numbered lists

Use numbered steps instead of bullet points to guide a user through a process. You do not need a lead-in line. Steps end in a full stop because each should be a complete sentence. See also [bullets points](#).

## O

*Operation [Name]*

Uppercase for all words in italics. For example,  
*Operation Illuminate*.

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Organisations	<p>All organisations are singular: South Yorkshire Safer Roads Partnership has launched a new scheme...</p> <p>We/they should be used as a pronoun: 'SYSRP subsidise <i>CBT Plus</i> training. We will send you a unique reference number...</p> <p>The definite article can be used when referring to the organisation by its full name, but should not be used with the organisation's acronym: 'You should contact the South Yorkshire Safer Roads Partnership if...' but 'You should contact SYSRP if...'</p> <p>Use local council, instead of local authority, where possible.</p>
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## P

Partner organisation / partners	<p>Capitalise when referring to a constituent Partner of SYSRP. Lowercase for all other uses of partner.</p> <p>List Partners in alphabetical order. <a href="#">See Listing councils.</a></p>
Partnership / the Partnership	<p>Alternative to using the SYSRP acronym. Uppercase. See also <a href="#">South Yorkshire Safer Roads Partnership.</a></p>
partnership	<p>Where describing a partnership in general terms use lowercase.</p>
Peak District National Park	<p>Uppercase.</p>
pedal cyclist	<p>Lowercase. See also <a href="#">cyclist.</a></p>
pedestrian	<p>Lowercase.</p>
pedestrian crossing	<p>Lowercase.</p>
pegasus crossing	<p>Lowercase.</p>
pelican crossing	<p>Lowercase.</p>

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per cent	Two words (not percent).
personal protective equipment (PPE)	Lowercase.
police	Lowercase unless naming a force: South Yorkshire Police.
post-test	Two words, hyphenated, lowercase.
powered two-wheeler (P2W)	Lowercase and hyphenated.
Practitioners' Group	Two words, uppercase, possessive apostrophe.
programme	Lowercase. Not program unless referring to a computer program.
Project EDWARD	Uppercase. On first mention explain that Project EDWARD is the European Day Without A Road Death – uppercase.
public sector	Lowercase.
public service vehicle (PSV)	Lowercase.
puffin crossing	Lowercase.
Punctuation	Punctuation should be used to aid clarity and ensure grammar but otherwise be kept to a minimum.  Do not use '.' to separate letters in abbreviations and acronyms.
pupil referral unit (PRU)	Lowercase.

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## Q

Q, Quarters	Use either, but be consistent throughout.
Quotes and speech marks	<p>In long passages of speech, open quotes for every new paragraph, but close quotes only at the end of the final paragraph.</p> <p><b>Single quotes</b></p> <p>Use single quotes:</p> <ul style="list-style-type: none"><li>• in headlines</li><li>• for unusual terms</li></ul> <p><b>Double quotes</b></p> <p>Use double quotes in body text for direct quotations.</p>

## R

Road Safety GB (RSGB)	Uppercase.
road safety officer	Lowercase, unless referring to a specific road safety officer.
Roads Policing Group	Uppercase.
road traffic collision / RTC	Lowercase. Use collision or crash where possible, and avoid using accident. See also <u>collision</u> .
Rotherham Council	Uppercase. Only use Rotherham Metropolitan Borough Council or RMBC in reports or when referencing it in an official capacity.
RS Evaluate	Uppercase.

## S

<i>Safe Pass</i> campaign	Uppercase and italicised. See also <u>'close pass' mat</u> .
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<i>Safer Driving at 60+</i>	Uppercase. Our interventions, services and training are italicised, except in a title or heading.  Do not use the @ sign.
<i>Safer Driving at Work</i>	Uppercase. Our interventions, services and training are italicised, except in a title or heading.  Do not use the @ sign.
Safer Roads Partnership / Safer Roads Partnership Board.	The governing body of SYSRP. Use the word 'board' to differentiate it from general use. When referring to the Partnership in general include South Yorkshire at the beginning. See also <u>South Yorkshire Safer Roads Partnership</u> .
safety camera	Not speed camera. Lowercase.
sat nav	Two words, lowercase.
Schools Yorkshire Tour	Uppercase. Not Schools Tour de Yorkshire as this violates a trademark.
Seasons	Lowercase for spring, summer, autumn and winter.
seatbelt	One word, lowercase.
serious / seriously injured	Lowercase.
Sheffield City Council	Uppercase. Do not abbreviate to Sheffield Council as Sheffield is a city, except where listing all councils: Barnsley, Doncaster, Rotherham and Sheffield councils. See <u>listing councils</u> .
Sheffield City Region	Uppercase.
University of Sheffield	Uppercase. Avoid referring to Sheffield university, as it is not the only university in the city.

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sixth former	Lowercase.
sixth-form college	Lowercase, hyphenated.
slight / slightly injured	Lowercase.
smart motorway	Lowercase.
<i>Someone's Son</i>	Uppercase. Our interventions, services and training are italicised, except in a title or heading.
south, the south	Lowercase.
south-east, south-west	Lowercase, hyphenated.
South Yorkshire	Uppercase.
South Yorkshire Fire and Rescue	Uppercase. Note that it does not include the word Service.
South Yorkshire Passenger Transport Executive	Uppercase.
South Yorkshire Police	Uppercase.
South Yorkshire roads / South Yorkshire's roads	One is descriptive, one is possessive. Either are fine to use, but be consistent throughout. If in doubt, say roads of South Yorkshire.
South Yorkshire Safer Roads / South Yorkshire Safer Roads Partnership	Uppercase. Treat as singular. May be abbreviated to SYSRP or the Partnership for subsequent use. Avoid just referring to it as Safer Roads Partnership (SRP), unless you are referring to the SRP governing body – see <u>Safer Roads Partnership</u> .

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South Yorkshire Safety Cameras.	Uppercase. Note that it does not include the word Partnership.
SYSRP	Uppercase. Treat as singular. Do not use the definitive article with SYSRP.
Spaces	One space after a full stop.
Speech marks	See <u>Quotes and speech marks</u> .
special educational needs (SEN)	Lowercase.
speed camera	Do not use. See <u>safety camera</u> .
STATS19	Uppercase, one word.

## T

Technical terms	Use technical terms where you need to, but explain what they mean the first time you use them.
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## Telephone numbers

Use Telephone: 01xxx xxxxxx or Mobile: 07xxx xxxxxx

Do not abbreviate to Mob.

Use spaces between city and local exchange. Here are the different formats to use:

Four-digit area code numbers:

0114 xxx xxxx

0121 xxx xxxx

Five-digit area code numbers:

01226 xxx xxx

01302 xxx xxx

01709 xxx xxx

Three-digit area code numbers:

020 xxxx xxxx

Mobile numbers:

07xxx xxx xxx

Service numbers

0800 xxx xxx

When a number is memorable, group the numbers into easily remembered units: 0800 80 70 60.

## Think Bike

Uppercase. On first mention refer to the Department for Transport (DfT): for example, DfT's Think Bike campaign. Do not italicise as it's not an SYSRP campaign.

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## Times

When writing times:

- Use 'to' in time ranges, not hyphens, en rules or em dashes: 10am to 11am (not 10-11am)
- 5:30pm (not 1730hrs)
- midnight (not 00:00)
- midday (not 12 noon, noon or 12pm)
- 6 hours 30 minutes

Midnight is the first minute of the day, not the last. You should consider using 11:59pm to avoid confusion about a single, specific time.

For example, "You must register by 11:59pm on Tuesday 14 June." can only be read one way, but "You must register by midnight on Tuesday 14 June" can be read in two ways (the end of Monday 13, or end of Tuesday 14).

## Titles

Page titles should:

- be 65 characters or less
- be unique, clear and descriptive
- be front-loaded and optimised for search
- use a colon to break up longer titles
- not contain dashes or slashes
- not have a full stop at the end
- not use acronyms unless they are well-known, like EU

## Tour de Yorkshire

Uppercase with a lowercase 'd' in de as it's a brand name.

## traffic signs

Lowercase.

## traffic signals / lights

Lowercase, and both are fine to use.

## Twitter

Uppercase as it is a brand name.

## U

## UK government

Lowercase government, and never HM government.

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uniform / uniformed	Lowercase.
university	Lowercase unless part of a name: Sheffield Hallam University.
up-to-date	Lowercase, hyphenated.

## V

variable speed limit	Lowercase.
vehicle	Lowercase.
virtual reality (VR)	Lowercase.

## W

Web addresses	<p>Always lowercase. Do not include http://www – for example:</p> <p><b>rotherham.gov.uk</b></p> <p><b>sysrp.co.uk/cycling</b></p> <p>The exception is in the SYSRP logo where www is included.</p> <p>Do not put a full stop after a web address.</p> <p>See also <u><a href="#">web links</a></u>.</p>
Web links	<p>Web links should be bold. Links may also be underlined but this is not a default feature of the website so is not necessary. See also <u><a href="#">Web addresses</a></u>.</p>
webpage	One word, lowercase.
West Yorkshire	Uppercase.

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## X

red 'X'

Lowercase red, uppercase X in single quotes. Where possible use red text for X.

## Y

school years, year 5, Y6

Lowercase when written in full with a numeral for the year. Uppercase Y when abbreviated. Either style is fine, but be consistent throughout.

Yorkshire

God's own county. Uppercase.

## Z

zebra crossing

Lowercase.

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## Change log

There have been no changes to the style guide yet.