University Style – Video transcript

From the ‘Effective Digital Content’ course

When you’re writing content for a University of Edinburgh publication – whether online or in print – you should use the University Style Guide.

# What is a style guide?

A style guide is a list of conventions for writing style. It includes things like when you should capitalise something, and when you shouldn’t, how you should spell of words with multiple possible spellings, and the styling of abbreviations.

# Examples from our style guide

For example, the style guide says:

* that ‘Professor’ should be written in full rather than abbreviating to ‘Prof’;
* that some Latin plurals should be treated as English ones – like saying ‘forums’ instead of ‘fora’. Although fora might be considered more technically correct, it’s also offputting.
* and that words ending in ‘ise’ should use the British English spelling, not the American English spelling

# Referring to the University

The guide also discusses the correct way to refer to the University. The context of ‘The University of Edinburgh’ has already been set, so you shouldn’t need to repeat it. Simply refer to ‘the University’, using an initial capital. Other universities being discussed in a generic sense should use a lower case ‘u’.

# Use the right version

There are two University style guides – one for print and one for web. They are very similar, but there are some small areas where the advice is different (for example, in the formatting of bullets).

# [edin.ac/web-style](https://edin.ac/web-style)

The web style guide also includes a section on how to handle abbreviations in web content. So do make sure you’re using the correct version.

I’d recommend reading through the style guide, then bookmarking it to refer to as needed.