



Dulwich College International Style Requirements

We aim to achieve a consistent house style using British spelling, style and conventions and establish publishing protocols. Below are a number of requirements for all content issued by the school. Please note that some of the requirements, such as our naming conventions, are regulated by external legislation and must be followed.

Many matters of style are simply questions of preference and taste rather than right and wrong, but in the interest of consistency you should follow these guidelines when generating copy. Please note, however, that some matters are questions of right and wrong. If there is any information you think is missing or you have any queries or requests, please contact a member of the DCI group marketing team.

Abbreviations

- Do not use full stops or spaces after letters in abbreviations, except at the end of a sentence. This applies, among other things, to titles, country names and degrees.

AVOID	PREFERRED USAGE
Mr. Smith lives in the U.K.	Mr Smith lives in the UK.
The U.K. is cold and wet in January.	The UK is cold and wet in January.
U.K., U.S.A., Mr., Ms., Mrs.	UK, USA, Mr, Ms, Mrs

- Use Latin abbreviations correctly. Please note that Latin abbreviations should include full stops, except for "NB".

ABBREVIATION	MEANING
e.g.	for example
i.e.	that is, or specifically
NB	please note
etc.	and so on In most circumstances, "etc." doesn't add anything to a sentence. Do not use this term unless it's clear what the rest of the list would include, and never use it when you have introduced a clause with "such as" or "for example".

- The names of the Colleges can be abbreviated in internal communication (to current staff and families), but where possible, write out the full College name, particularly in the first reference.

INTERNAL USE ONLY	PREFERRED USAGE
DCB, DCS, DCSZ, DCSL, DCSG, DHSZ, DHZH	Dulwich College Beijing, Dulwich College Shanghai, Dulwich College Suzhou, etc.

- Avoid** ampersands.



AVOID	PREFERRED USAGE
&	and
Wodehouse & Alleyn competed in the finals of House football last week.	Wodehouse and Alleyn competed in the finals of House football last week.

Bullet Points

Each item in a bullet point list should start with a capital and end with a full stop unless it is a phrase of three or fewer words.

Capitalisation

- When referring to a Dulwich College International school as “the College” capitalise “College” but not “the”. Please note, however, that the magazines issued by the Colleges are called “The College”.
- “DUCKS”, “Junior School” and “Senior School” should always be capitalised.
- Do not capitalise “students”, “teachers”, or names of other generic groups.
- “Early Years” should be capitalised when referring to a formal curriculum, such as the Early Years Foundation Stage.
- References to year levels and key stages should be capitalised.
- “Dual Language” should be capitalised when referring to the DUCKS programme.
- “University” should not be capitalised unless used to start a sentence or as part of a specific university’s name.
- Most subject names are not capitalised unless they are used in a title or heading, but there are some exceptions. Please see the table below.
- Generic rooms names, such as “gymnasium”, should not be capitalised but official names of spaces should be capitalised, for instance, the “South Pitch” and the “Wodehouse Theatre”.
- Capitalise “North”, “South”, etc. in names of continents, countries, states, and cities, but not when used as descriptors.
- The parent group should be referred to as the “Friends of Dulwich”. “FoD” can be used internally.

AVOID	PREFERRED USAGE
The College [when referring to a school]	the College [when referring to a school]
the College [when referring to a magazine]	The College [when referring to a magazine]
senior school, junior school	Senior School, Junior School
year 1	Year 1
key stage one	Key Stage One
dual language	Dual Language
Ducks, ducks	DUCKS
Students	students
Teachers	teachers
Parents	parents
University	university [unless it is part of the name of a specific university: “Glasgow University”, not “Glasgow university”]



Geography, History, Mathematics, Religion, Art, Music	geography, history, mathematics, religion, art, music
english, mandarin, french, german, spanish	English, Mandarin, French, German, Spanish
the Gymnasium, the Classrooms	the gymnasium, the classrooms
Wodehouse theatre	Wodehouse Theatre
south pitch	South Pitch
South of England	south of England

Dates and Times

- The preferred date format is as follows: Tuesday 4 December 2014.
- When referring to a range of dates, use this format: Tuesday to Thursday, 4 to 6 December 2014.
- The preferred time format is as follows: 8.30am and 10pm, not 0830h, not 8:30 a.m.
- Years should be written in full: 2015, not '15. The exception is when referring to the graduation year after the name of a student or IOA: John Dou '14, not John Dou 2014.
- The preferred format for academic years is as follows: 2015/2016.
- When referring to a century, both the word and its number should be written in full and in lower case: fifteenth century, not 15th Century, and not Fifteenth Century.
- Do not use an apostrophe when referring to a decade or century: 1800s and 1970s, not 1800's and 1970's.

AVOID	PREFERRED FORMAT
Tuesday 4 th December 2014	Tuesday 4 December 2014
December 4, 2014	
December 4 th 2014	
0830, 0830h, 8:30 a.m.	8.30am
2200, 2200h, 10:00 p.m.	10pm
'15	2015
John Dou 2015	John Dou '15
15 th century, Fifteenth Century, 15 th Century	fifteenth century

Email Addresses

- Email addresses should always be written out in full.
- "Email" is not hyphenated. It is only capitalised at the start of a sentence.

Hyphens

- Certain pairs of words may be hyphenated when used as adjectives, but not when used as verbs.
- And be very careful when using the prefix "re-".
- Online and website; not on-line, not web-site.



INCORRECT	CORRECT
I am going to the check in counter to check-in for the flight.	I am going to the check-in counter to check in for the flight.
I want to resign. (This means I want to quit.)	I want to re-sign (my contract). (This means I want to stay.)

Italics

- Use italics (not quotation marks) for titles of the following:
 - books
 - magazines, newspapers, periodicals
 - modules
 - topics
 - songs
 - plays
 - musical compositions
- Words and phrases in other languages should always be italicised. The exception is when Latin phrases are abbreviated ("i.e." and "e.g.").

AVOID	PREFERRED USAGE
This week's topic is "respect".	This week's topic is <i>respect</i> .
Aretha sang "Respect".	Aretha sang <i>Respect</i> .
The Senior School performed "Hamlet".	The Senior School performed <i>Hamlet</i> .

Naming conventions

- Dulwich College
We are required to refer to the founding school in London as "Dulwich College" **and** cannot use "Dulwich College" to refer to any international school. The school in London owns the legal rights to this name and under the World Charter we are legally required to use their name correctly, that is, to refer to the founding school only.

INCORRECT	CORRECT
Dulwich College in London Dulwich London DCL	Dulwich College
the flagship school the mother ship the Founding School	the founding school the founding school in London the founding College the founding College in London



EXAMPLES OF REFERENCES TO DULWICH COLLEGE

Dulwich College acts as educational advisor to Dulwich College International.

Under the World Charter, Dulwich College is actively involved at every level of the Dulwich College International schools with collaborative projects between teachers and students, inspection and annual visits from the Master and Deputy Master (External).

- Dulwich College International schools

When referring to the network or family of Dulwich College International schools please refer to the table below.

INCORRECT	CORRECT
Dulwich College schools Dulwich Colleges Dulwich schools Dulwiches	Dulwich College International schools DCI schools *please note the capitalisation of DCI and not schools.

- College names can be abbreviated in internal communication only. In all external communications, the full name of the school must be written out in full, particularly in the first reference.
- When referring to one College in particular, use "the College". Please note it is not "The College".
- When referring to Dulwich College in Singapore you must use "in" or place brackets around the city name: Dulwich College (Singapore), Dulwich College | Singapore | or Dulwich College in Singapore. **This is a legal requirement** specific to Singapore.
- Do not put a comma before the city name: ~~Dulwich College, Shanghai~~.
- If you refer to Dulwich College without a city name, this refers to Dulwich College, the founding school in London.

INCORRECT	CORRECT
Students from The College spent time in...	Students from the College spent time in...
Dulwich Singapore Dulwich College Singapore Dulwich College, Singapore	Dulwich College in Singapore or Dulwich College (Singapore) or Dulwich College Singapore

- Dulwich College International companies

- Dulwich College International (DCI) refers to the group of international schools managed and operated by Dulwich College Management International with Dulwich College as educational advisor. DCI = DCMI + all the schools
- Dulwich College Management China (DCMC) refers to the management company in Shanghai that supports the Dulwich College International schools.



- Dulwich College Management Asia Pacific (DCMAP) refers to the management company in Singapore that supports the Dulwich College International schools.
- Dulwich College Management International (DCMI) is the parent company of DCMC and DCMAP.
- Education Index Management (EIM) is the holding company of Dulwich College Management International. Education Index Management is the key financial investor behind the establishment of the Dulwich College International schools in Asia.

Where possible we avoid reference to the management companies and refer to ourselves as the Dulwich College International group or network of schools.

EXAMPLES OF REFERENCES TO DULWICH COLLEGE INTERNATIONAL

Dulwich College International is a family of international schools with two High Schools and seven schools for children age two to eighteen in Asia.

In all Dulwich College International schools the primary language of instruction is English, with Dual Language learning in English and Mandarin for students from age two to seven in the international Colleges in Shanghai, Beijing, Suzhou and Singapore.

EXAMPLES OF REFERENCES TO DEVELOPMENT PARTNERS

The Dulwich College International group is working with Yoma Strategic Holdings to develop the Pun Hlaing and Star City campuses of Dulwich College Yangon in Myanmar.

Numbers

- In text, numbers up to ten should be written as words (one, two, three) except when referring to year levels (Year 1, Year 2, Year 3). Numbers above ten should be written as integers (11, 12, 13) except at the beginning of a sentence. Where a sentence contains numbers below and above 10, they should all be written as integers.
- In formal text, "per cent" should be written in full and the number should appear as a figure - 54 per cent. Use the symbol "%" in tables, bid documents, financial reports and in informal communication.

INCORRECT	CORRECT
15 parents attended the meeting.	Fifteen parents attended the meeting.
There were fifteen parents at the meeting.	There were 15 parents at the meeting.
There were 3 parents at the meeting.	There were three parents at the meeting.
25% of the student body is British.	Twenty-five per cent of the student body is British.
25 per cent of the student body is British.	

Personal Pronouns (or Don't be Afraid of "Me")

Don't be afraid of "me". Personal pronouns (I, me, my, mine, you, your, yours, etc.) should be used in the correct form. When a personal pronoun is the object of a preposition it should be in the objective case, regardless of the number of objects of the preposition.

Do not use the reflexive "myself" instead of "me".



INCORRECT	CORRECT
Please come to dinner with John and I.	Please come to dinner with John and me. (You would never say, "Please come to dinner with I." or "Please come to dinner with myself".)
Please come to dinner with John and myself.	
Please give it to Harry and I.	Please give it to Harry and me. (You would never say, "Please give it to I".)
Please give it to Harry and myself.	
Harry and myself are going to dinner.	Harry and I are going to dinner.

Publishing protocols

- Language

In communications issued by the international schools in two (or more) languages, the English version of the text should appear first, followed by the host country language, and any additional languages after this in accordance with target audience readership. The Dulwich Chinese International Schools may issue communication in Chinese followed by an English translation.

DCI schools may only publish text in a single language other than English in single language publications. One example of this is publishing a student recruitment ad in Japanese in a Japanese only magazine.

- The use of student information

To protect the identity of our students we do not publish the full names of our students. We use the first name and first letter of the student's surname in external communications. Alternatives are listed in the table below.

INCORRECT	CORRECT
Tina Zhu	Tina Z or Tina in Year 11 or Tina (with a photo)

We publish the full names and titles of our staff but do not publish their contact information without first seeking their permission.

- Appearance

- All communication issued by the school must appear in the fonts specified in the brand guidelines. For communication in English, the primary font for body copy is "Avenir Book". Baskerville or **Avenir Black** can be used for titles. Where these fonts are not available, **Arial** replaces Avenir Book as the primary font for body copy and Palatino can be used in place of Baskerville. The primary font for body copy in Chinese is Hiragino Sans GB W3, while Hiragino Sans GB W6 is used for titles. Where these fonts are not available (as on email), **Arial Unicode** replaces the use of Hiragino Sans GB.



- Body copy should appear in black and should not exceed font size 12. Normal usage is 10 and 11.
- The overall colour scheme, look and feel should comply with the brand guidelines.
- Communication must be issued through the approved channels, e-newsletters, school website, the Parent Portal, approved social media platforms and SMS in the case of emergencies.
- All communication must adhere to the **naming conventions** set out above.

Marketing and Communications teams are responsible for ensuring that all communication issued by the schools adheres to these publishing protocols.

The group marketing team will ask schools to recall and revise any communication they issue that violates these publishing protocols.

Punctuation and Quotation Marks

- Quotations should be closed in double quotation marks, and a quotation within a quotation should be in single quotation marks.
- When a full sentence is quoted, the punctuation is inside the quotation marks. When only a word or phrase is quoted within a sentence, then the punctuation appears outside the quotation marks. It is not wrong to place the punctuation inside the quotation marks, but important that our documents be consistent.
- Quotation marks are closed at the end of a paragraph and reopened at the beginning of a new one.
- Figures of speech or words quoted for explanation should be in double quotation marks, not italics.
- One space should be used after a full stop. If you are still using a manual typewriter, use two spaces; otherwise one is fine.
- Do not use commas at the end of lines in addresses.
- Do not put quotation marks around ordinary words; if in doubt, omit them.

INCORRECT	CORRECT
Yesterday we held a "parent meeting".	Yesterday we held a parent meeting.
He left a very poor "paper trail".	He left a very poor paper trail.
Simon Herbert, Headmaster of Dulwich College Beijing said 'Tracey's talks captured the essence of Shackleton.'	Simon Herbert, Headmaster of Dulwich College Beijing, said, "Tracey's talks captured the essence of Shackleton."

Qualifications

- We refer to IGCSE, A-Level, AS-Level.
- Class of Degrees
 - First class 1
 - Second class division one 2.1
 - Second class division two 2.2
 - Third class



- Masters Degree (grammatically incorrect, but we are bowing to common practice)
- Bachelor's Degree

Semicolons

Semicolons separate independent clauses, not dependent clauses. Independent clauses are complete thoughts and can stand alone as sentences. The independent clauses should be closely related.

INCORRECT	CORRECT
Mary bought the blue dress; Andrea the red.	Mary bought the blue dress; Andrea bought the red one. OR: Mary bought the blue dress, Andrea the red.

Telephone Numbers

- When writing out telephone numbers assume that people in other countries will read them, so use the country code. For example: +44 (0)1334 463022.

Terminology

- DUCKS refers to one of the three schools that make up each College, catering to children aged 1 to 7. The acronym derives from Dulwich College Kindergarten School in London.
- We refer to "students", not "pupils", and can use "children" when referring to our learners in DUCKS. Avoid using "kids" except in the most informal contexts.
- We offer the National Curriculum of England, enhanced to meet the needs of an international student community. In informal copy we can refer to the curriculum as the English National Curriculum, or ENC.
- We refer to our "House system" as a key component of the College pastoral care structure.
- Our academic year starts in August and ends in June.
- Under the World Charter, Dulwich College is active at every level of the DCI schools, with collaborative projects between teachers and students, inspection and annual visits from The Master and Deputy Master (External). Dulwich College supports the international Colleges, directly and through DCI, in their academic planning, financing, staff recruitment, resourcing, staff and students learning exchanges, admissions and marketing, events and performances and university admissions.
- Dr Joseph Spence is referred to as "The Master of Dulwich College".
- We refer to "air quality", "air quality management", and the air quality index (AQI) and readings not "pollution". Example quote: "The College has worked closely with professional consultants to engineer an indoor air quality solution. There has been significant investment over the last two years to install air systems with primary and secondary filtration, improve the seal of the building and implement policies and procedures to improve the indoor air quality of our facilities."

Web Information

- The College's web address should be written out in full, for example, "www.dulwich-singapore.edu.sg".
- Remove "http://" except where the address does not have www.



Words and Phrases to Avoid

AVOID	EXAMPLE (TO AVOID)	PREFERRED USAGE
He is a person who ...	John is a person who likes to ski.	John likes to ski.
This is a thing that ...	Homework is a thing that most children dislike.	Most children dislike homework.
Variety of different [redundant]	There was a large variety of different cakes for sale.	Either: a variety of cakes or many different cakes
Kids		Children or students
Pupils		Students
Pollution		Air Quality
The work that they do	The work that they do is interesting.	Their work is interesting.

Words and Phrases to Use – Correctly

WORD OR PHRASE	INCORRECT	CORRECT
...ranged from ... to... Make sure there really is a range in the sentence, and use "from . . . to", not "from . . . and".	Students learnt everything from basics and teamwork and how to formulate winning strategies.	Students learnt everything from basics and teamwork to how to formulate winning strategies.
From ... to ... Between ... and ... NOT Between ... to ... From ... and ...	Classes run between 3 March to 4 April. Classes run from 3 March and 4 April.	Classes run from 3 March to 4 April. OR Classes run between 3 March and 4 April.
request	I have requested for an extension to pay the bill.	I have requested an extension to pay the bill. [Request means "ask for" and therefore "request for" means "ask for for".]
seek	We are seeking for a solution to the problem.	We are seeking a solution to the problem. [Seek means "look for", and therefore "seek for" means "look for for".]
comprise NOT comprise of	The College comprises of three schools.	The College comprises three schools. ["Comprise" means "consist of"; saying "comprise of" is like saying "consist of of".]