## List of Contents

| Information About The Mungo Foundation | ................................................................. | 4 |
| The A-Z of house rules | ................................................................. | 4 |
| Abbreviations | ................................................................. | 4 |
| Accessibility | ................................................................. | 5 |
| Acronyms | ................................................................. | 5 |
| Americanisation | ................................................................. | 5 |
| Apostrophes | ................................................................. | 5 |
| Bullet Points | ................................................................. | 5 |
| Capital Letters | ................................................................. | 6 |
| Hyphens | ................................................................. | 6 |
| Italics | ................................................................. | 6 |
| Jargon and Plain English | ................................................................. | 6 |
| Justification and Spacing | ................................................................. | 7 |
| Logo and Design | ................................................................. | 7 |
| Numbers | ................................................................. | 8 |
| References and Footnotes | ................................................................. | 8 |
| Symbols | ................................................................. | 8 |
| Telephone Numbers | ................................................................. | 8 |
| Underlining | ................................................................. | 8 |
| Website | ................................................................. | 8 |
| Corporate Identity Guidelines | ................................................................. | 9 |
| Setting the Default Font and Font Size in Word | ................................................................. | 10 |
| Set the Default Font | ................................................................. | 10 |
| Layout for Standard Letters | ................................................................. | 10 |
| Order | ................................................................. | 11 |
| Salutations - Dear, Mr, Mrs, Dr or First Name | ................................................................. | 11 |
| Signing off a Letter eg: | ................................................................. | 11 |
Mock Standard Letter for Layout and Spacing ................................................................. 12
Addressing Envelopes ........................................................................................................ 13
Emails ...................................................................................................................................... 13
Email Etiquette ....................................................................................................................... 13
Tone ......................................................................................................................................... 13
Structure ................................................................................................................................. 14
Salutations – Dear, Hello, Hi, Mr, Mrs or First Name ....................................................... 14
Signing off eg: ......................................................................................................................... 14
Email Signature ....................................................................................................................... 14
Mock Standard Email Signature .......................................................................................... 15
Editing Your Email Signature ............................................................................................... 16
Setting the Default Font and Size in Your Emails ............................................................... 16
Out of Office .......................................................................................................................... 16
Project Newsletters .............................................................................................................. 17
PowerPoint Presentations ...................................................................................................... 17
Posters ..................................................................................................................................... 18
Policies and Guidelines ........................................................................................................ 18
An agreed house style for all internal and external documents creates a consistent professional image. It also reinforces our corporate image and branding. These guidelines may also be used to help increase the accessibility of written materials for people with visual impairments, difficulties with reading and learning difficulties.

Using the standards set out will save time for anyone who writes, edits or proof reads a publication, report, email or document.

**Information About The Mungo Foundation**

- Our mission statement and operational principles are useful to include in reports or when providing information about the services we deliver. You can find our mission statement on the TMF website at: [http://www.themungofoundation.org.uk/who-we-are/mission-and-values/](http://www.themungofoundation.org.uk/who-we-are/mission-and-values/)

- Our logo should be included wherever possible and is available to import from the TMF website **Staff Pages/Corporate ID**. The logo should be placed on the right hand side of the page.

- The website address should be used as much as possible across all literature and resources

- Our registered charity number should always be included in publications: SC035078.

- All external documents and stationery should use the company number and charity number, which should be written in full:
  
The Mungo Foundation, incorporated in Scotland as a non-profit making company limited by Guarantee No SC256488. (Scottish Charity No: SC035078). Registered Office: 196 Clyde Street, Glasgow, G1 4JY. Under the Auspices of Archdiocese of Glasgow.

**Please note - the charity number is written in zeros and not letters**

This is a legal requirement and already appears on our printed headed paper and compliment slips. For reports that we want to publish, this information should appear on the back page.

**The A-Z of house rules**

These pointers make reading easier and proof reading quicker.

**Abbreviations**

For simplicity, eliminate full stops in abbreviations, eg:

MP     GP     UK     Mr J S Brown
Mr     Mrs     am     pm     eg     ie     etc
Accessibility
The Mungo Foundation’s information and resources should be accessible to everyone. Every standard print publication should have a clear, large print statement (16 point) in a prominent place about the availability of alternative formats. For many partially sighted people larger print (in the range of 16 to 22 point) is essential. If possible, ask your client which size suits best.

Acronyms
These abbreviations should always be spelt out in full, the first time they appear eg Service User (SU). Some acronyms such as NHS are universally known and probably do not need to be spelt out, but if in doubt write the full word(s).

Americanisation
Use British spelling only. For example, organisation not organization, specialise not specialize, minimise not minimize. The spell check on your pc should be set to English (UK) not English (US).

Apostrophes
Apostrophes are often used incorrectly. They should not be used in plurals: GPs, CDs, PCs, 1960s etc.
They should be used to denote belonging, eg, “Peter’s pen”. With a plural possessive, the apostrophe goes after the s, eg, “all the girls’ work”.
It’s is short for it is. Its (no apostrophe) denotes belonging, eg “Google needs to update its privacy policy.

Bullet Points
Bullet points are a useful way to break up text when writing emails, memos and letters.
Where the bullet points are made up of a list of single words or short statements, there is no need to punctuate the list (except for a full stop at the end), eg:
A positive working environment is defined by the following characteristics:

- Teamwork
- Creativity
- Trust
- and a sense of loyalty.
Where the bullet points are made up of complete sentences, these can be punctuated with full stops, eg:

The key findings of the survey are as follows:

• Nearly 95 per cent of the respondents feel they have chosen the right job.
• More than 90 per cent of respondents are satisfied with the facilities provided (office space, computers, etc).

Only use numbers or letters if you need to indicate importance or sequence, otherwise, use plain bullet points

**Capital Letters**

Avoid block capitals as they can be difficult to read. Use bold as an alternative to highlight a specific word or sentence.

There is no hard and fast rule, but generally use capitals for the particular, and lower case for the general, eg:

• government policies, but the Government (if referring to central government in Westminster)
• health boards, but Grampian Health Board

Specific job titles should be written with capital letters, eg:

• Joe Bloggs Project Manager

If you are referring to a profession generally, capitals are not needed, eg:

• This course is suitable for training managers, practice nurses, teachers and youth workers.

**Hyphens**

Use them where they are necessary, for example to distinguish co-op from coop or to avoid duplicating a vowel - *semi-detached*.

**Italics**

Italicised text should not be used where an alternative emphasis is available eg use bold, inverted speech or punctuation.

**Jargon and Plain English**

As an organisation, our written communications should be clear and unambiguous. Jargon and buzz words should be avoided or if necessary, kept to an absolute minimum.
Justification and Spacing

RNIB’s clear print guidelines recommend avoiding the use of full justification, as unevenly spaced words can be difficult to read. To ensure we are as accessible as possible, The Mungo Foundation’s house style is to use **left justification only**.

There should be one space after a full stop.

Logo and Design

Logo

Our logo design can be found on the TMF website [Staff Pages/Corporate ID](#). It is essential that the logo is not stretched or warped in any way. If you need to change the size of the logo, hold down the shift key as you change the image size as this will maintain the ratio. Only use this option if reducing the size of the logo. If you require a larger logo, please contact the Fundraising and Marketing Officer.

Above is the primary logo for The Mungo Foundation. This logo is to be used wherever possible to standardise the branding of The Mungo Foundation, in particular for external correspondence. There is also a black and white version of this logo for use on less formal or internal correspondence. The logo should always sit on the right hand side of a document.

The font used for our name and strapline is **Century Gothic**.

The font used for text is **Century Gothic size 11**

The Mungo Foundation corporate yellow RGB is R 255 G 192 B 0 and must be reproduced **exactly**.

We also use purple as an accent colour R 112 G 48 B 160.

As colour tones can vary with different print companies **it is advisable to pay for a cromalin**. This lets you see the true shades before printing and ensures the final colour tones closely match existing publications.

The name, logo and strapline can also be produced in black on a white background. Samples of our name and strapline are on the TMF website [Staff Pages/Corporate ID](#).
**Numbers**

It is usual practice to use words for numbers of ten or less and figures for numbers of 11 or above. However, there are some exceptions eg number words should be used at the start of a sentence:

- Fourteen booklets are now available.
- If you are describing a range for example, 7-12 weeks, then use figures.

**References and Footnotes**

There are many different styles for references, none of which are incorrect, but to ensure consistency it is easiest if The Mungo Foundation follows APA style. Further information about APA can be found here: [http://www.apastyle.org/](http://www.apastyle.org/). The main thing to remember with references is to include them as you go along. It is much easier than trying to reference material once a report/publication has been written.

References should be indicated by inserting an endnote number in the text and having the corresponding endnote at the end of the document or book. References should cover all sources and allow the reader to find them.

Here are a few examples:


**Symbols**

Generally, avoid using symbols and write out words like ‘and’ and ‘percent’ in full rather than using & and %. There may be exceptions, such as in tables, in referencing or where space is limited.

**Telephone Numbers**

Telephone numbers should be written with a space after the code, with no hyphens or brackets, as follows 0141 226 2610 or 07990 800 008

**Underlining**

Avoid using underlining as it can be distracting and make text harder to read. It’s better to use bold for emphasis.

**Website**

These house styles should be applied to documents on our website. Also, wherever possible we should quote our web address to encourage as many people as we can to look us up on the web.
Corporate Identity Guidelines

Conforming to our corporate identity guidelines builds a well-recognised and professional image for The Mungo Foundation’s publications and materials. For that reason, all The Mungo Foundation literature and materials must include our name and strapline.

Designers/printers will be given a copy of our logo and design guidelines by staff commissioning work. Our name and strapline must be reproduced exactly.

Always get a proof of your publication before it is printed. Remember to build in time to check the final proof. This ensures all our publications match our corporate guidelines.

Any disks, photographs or materials supplied by The Mungo Foundation should be returned by the design/printers. While we may own the final product we do not have intellectual property rights to the design of our publications.

All internal and external material using our name, logo and strapline must be discussed with the Fundraising and Marketing Officer. The only exception is recruitment advertising which is the responsibility of the HR Department and must be checked with the department to ensure accurate use of the logo.

Standard letters will use the Century Gothic Font, size 11.

Please speak to the Fundraising and Marketing Officer if you want to talk over anything about the corporate logo or any design or printing matters.

Production of The Mungo Foundation Literature

There are a number of documents that may be produced by a project including leaflets, newsletters and posters. Templates for these documents can be found on the TMF website Staff Pages/Corporate ID.

For documents without a template contact the relevant member of staff in Head Office such as the Regional Manager or Fundraising and Marketing Officer before proceeding.

All documents should contain the Head Office address, contact phone number, the website address and Scottish Charity number.

When getting professionally printed material it is important that you leave enough time. A proof should be viewed before printing commences. It is good practice to have the document read by more than one person before proceeding to print to ensure that any mistakes are picked up before spending money on a print run.
Setting the Default Font and Font Size in Word

To ensure that every new document you open uses the corporate guidelines settings, please refer to the following:

**Set the Default Font**

Start with a blank document, or if your document already contains text that is formatted with the properties that you want to use, select that text.

1. On the **Home** tab, click the **Font** Dialog Box Launcher, and then click the **Font** tab.

2. Select Century Gothic, select font size 11. If you selected text in step 1, the properties of the selected text are set in the dialog box.

3. Click **Set As Default**, and then click **OK**.

Each time you open Word, it will now default to these settings.

**Layout for Standard Letters**

All letters distributed by The Mungo Foundation should conform to the guidelines. To help you with this format, a sample standard letter is included. Please use the points listed below and the sample letter as a guideline for layout and spacing. For mailing involving window envelopes and headed notepaper, the top margins should be **4.5cm**, the left and right margins **2cm**, and the bottom margin **3.2cm**. You can find the template letter on the TMF website **Staff Pages/Corporate ID**.

All official letters should:

- Be typed on The Mungo Foundation headed notepaper if an external letter
- Be typed in **Century Gothic font, size 11**
- Have single line spacing
- Have one space after a full stop in the main body of the correspondence
- Be left justified, block style ie everything starts at the left hand margin, including headings
• Do not use ‘th’ st’ ‘nd’ etc in the date line eg 22 December 2013
• Always write the full name of the address e.g. Road, Street, Crescent
• Have no punctuation in the address block, salutations line or the signature block
• Only have headings in bold – **do not** underline headings as this can make the text harder to read
• Always write out days/months in full eg Saturday, February
• Use ‘tabs’ for events and keep them evenly spaced eg
  - Venue  Govan Road
  - Time  10.30
• Do not print on the reverse size of headed paper
• Check spelling and grammar **before** sending your letter.

**Order**
• The date should be on the first line (left hand side) then hit the return button twice
• Address block, then hit return button four times
• Salutation, then hit return button twice
• Hit return button twice between paragraphs, twice after final sentence and six times after signing off to leave enough room for a signature

**Salutations – Dear, Mr, Mrs, Dr or First Name**
• Be aware of who you are writing to
• Is it a formal or informal letter
• Who it might be copied into (if appropriate, this should be noted at the bottom of the letter)

**Signing off a Letter eg:**
• Yours faithfully  (name unknown)
• Yours sincerely  (name known)
Mock Standard Letter for Layout and Spacing

31 July 2013

George Smith
123 Acacia Drive
Hounslow
Middlesex
TW3 3EX

Dear Mr Smith

Curriculum Vitae

Thank you for your letter of 12 July 2013 enclosing your speculative CV.

I read your CV with interest, but regret that we have no vacancies at the moment and do not foresee any in the near future. I have placed your CV on file and we will hold it for a period of 6 months, in the event that any suitable vacancy arises.

Thank you for your interest in The Mungo Foundation. I have enclosed our latest newsletter which I hope you find of interest.

Yours sincerely

Jane Smith
HR Administrator

cc: Joe Bloggs
Addressing Envelopes
Use window envelopes or labels – avoid handwriting addresses.

Emails
All emails should:

- Be typed in Century Gothic - font size 10 is acceptable as screens can be enlarged. The alternative font for Webmail is Verdana – font size 10.
- Have single line spacing
- Have one space after a full stop in the main body of the correspondence
- Be left justified, including headings
- Have no punctuation in the salutations line or the signature block
- Do not use ‘th’, ‘st’, ‘nd’ etc when writing dates eg 22 December 2010
- Always write the full name of any address ie Road, Street, Crescent
- Only have headings in bold – do not underline headings as this can make the text harder to read
- Always write out days/months in full eg Saturday, February
- Use ‘tabs’ for events and keep them evenly spaced as far as possible eg
  - Venue: Govan Road
  - Time: 10.30

Email Etiquette

- AVOID CAPITALS! IT READS LIKE YOU’RE BEING SHOUTED AT!
- Check your grammar and spelling before you send it
- Subject headings – be specific eg not just ‘Meeting’ but ‘Agenda Notes From Meeting’
- If you are replying to an email keep the subject heading, and add your reply and name
- Use bullet points if you have a number of queries to be answered
- Do not use text speak to write emails from work eg c u l8r
- Do not use emoticons in formal emails.

Tone

- Be polite
- Be confident
• Exclamation marks (!) are used to show a lightness of tone, but don’t overdo them
• Remember that it may be copied to someone else by the recipient
• Please Note emails may be required to be produced for a range of legal and regulatory purposes.

Structure
• Be clear and concise
• State your purpose
• Proceed by making your request
• Thank your reader for their time/help
• Use paragraphs.

Salutations - Dear, Hello, Hi, Mr, Mrs or First Name
• Be aware of who you are writing to
• Is it a formal or informal email
• Who it might also be copied into.

Signing off eg:
• Best Wishes Friendly, formal familiar
• Regards or Kind Regards Formal familiar
• Yours faithfully Formal (name unknown)
• Yours sincerely Formal (name known)

When sending emails on behalf of another person and the replies have to be made to that person, make a note of it within the body of the text eg ‘Please note replies to be sent to ….‘

Email Signature
• Your name and contact details should always be shown in new emails - this is not always necessary if you are replying to an email
• The signature block must follow the basic standard guidelines
• Some further information is time limited, so please make sure that any additions are removed once the event has passed.
• Century Gothic font, size 10.
Mock Standard Email Signature

Joe Blogs
Job Title

The Mungo Foundation
Registered Office: 196 Clyde Street, Glasgow G1 4JY
Tel. 0141 226 1610
Fax. 0141 226 1620
joe.bloggs@themungofoundation.org.uk

www.themungofoundation.org.uk
www.facebook.com/TheMungoFoundation
www.twitter.com/MungoFoundation

The Mungo Foundation is a company limited by guarantee, registered in Scotland (SC256488) and is a registered charity (SCO35078).

Disclaimer:
This email and any files transmitted with it are intended for the use of the individual or entity to whom they are addressed. It may contain information of a confidential or privileged nature. If you have received this email in error please notify the originator of the message and destroy the e-mail. The views expressed in this email are those of the sender and not necessarily the views of The Mungo Foundation. The Mungo Foundation has taken reasonable precautions to ensure that no viruses are contained in this email, but does not accept any responsibility once this email has been transmitted. You should scan attachments (if any) for viruses.
Editing Your Email Signature in Outlook
To edit your email signature in Microsoft Outlook, click on File, Options, Mail, Signatures. You can add or remove text from here.

Setting the Default Font and Size in Your Emails
To set the default font and size in your emails, click on File, Options, Mail, Stationery and Fonts. Select each option and choose Century Gothic, Regular, 10. Press OK to complete the action. Each email will then automatically default to the correct font and size.

Out of Office
It is important that you use the Out of Office function in Outlook when you are away from your computer and unable to access emails for more than a day. As with all emails, it should be formatted as Century Gothic font, size 10.
Example of Out of Office Message:
I am currently on annual leave and will return on (date). If your enquiry is urgent, please contact (details). Alternatively, I will contact you on my return.
Your Out of Office message can be preset to run between specific dates and times. Therefore, you can set your message when you know you will away from the office rather than needing to remember last thing before you leave.
To set up an Out of Office, select the file, set up automatic replies (out of office).

Editing Your Email Signature in Webmail
To edit your email signature in Webmail, click on the settings icon in the top right hand side of the screen next to the question mark. Select options, settings, mail. Choose Verdana, 10. Select to automatically include signature. Save changes.

Setting the Default Font and Size in Your Webmail Emails
To set the default font and size in your webmail emails, click on the settings icon in the top right hand side of the screen next to the question mark. Select options, settings, mail. Choose Verdana, 10. Each email will then automatically default to the correct font and size. Save changes.

Out of Office
It is important that you use the Out of Office function when you are away from your computer and unable to access emails for more than a day. As with all webmail emails, it should be formatted as Verdana, size 10.
Example of Out of Office Message:
I am currently on annual leave and will return on (date). If your enquiry is urgent, please contact (details). Alternatively, I will contact you on my return.
Your Out of Office message can be preset to run between specific dates and times. Therefore, you can set your message when you know you will away from the office rather than needing to remember last thing before you leave.

To set up an Out of Office, select the **settings icon** in the top right hand side of the screen next to the question mark and selecting **set up automatic replies**.

**Project Newsletters**

Each project has a template, which can be found on the TMF website [Staff Pages/Corporate ID](#).

It is important to The Mungo Foundation that each Project has the freedom to express their personality within their newsletter. However, it is also essential for The Mungo Foundation branding that certain rules are followed:

- Only **Century Gothic** font is to be used in your newsletter
- The header and footer are preset and only the date should be changed
- Use either bold or italics, but not both at the same time
- Do not underline text
- You can quote from other publications, though the source should always be referenced properly. However, you cannot use large sections of information, whole leaflets, images or illustrations without the copyright owner’s permission and you will need permission to adapt or change any information taken from another document
- For any photographs, you will need to ensure you have the permission of any person(s) within the image before including it in your newsletter.

**PowerPoint Presentations**

The template for PowerPoint presentations can be found on the TMF website [Staff Pages/Corporate ID](#).

- Only **Century Gothic** font is to be used in your presentation
- The template has details of formatting and acceptable font sizes as guidance
- Text should not cover any part of the header or footer
- The header and footer are preset and must not be changed
- Use either bold or italics, but not both at the same time
- Do not underline text
- You can quote from other publications, though the source should always be referenced properly. However, you cannot use large sections of information, whole leaflets, images or illustrations without the copyright owner’s permission
and you will need permission to adapt or change any information taken from another document

- For any photographs, you will need to ensure you have the permission of any person(s) within the image before including it in your newsletter.

**Posters**

Templates for A3 and A4 posters can be found on the TMF website **Staff Pages/Corporate ID**.

- Only **Century Gothic** font is to be used in posters
- The template has details of formatting and acceptable font sizes as guidance
- The header and footer are preset and must not be changed
- Use either bold or italics, but not both at the same time
- Do not underline text
- **Black R 0 G 0 B 0** and **Purple R 112 G 48 B 160** are the only text colours to be used
- You can quote from other publications, though the source should always be referenced properly. However, you cannot use large sections of information, whole leaflets, images or illustrations without the copyright owner’s permission and you will need permission to adapt or change any information taken from another document
- For any photographs, you will need to ensure you have the permission of any person(s) within the image before including it in your newsletter

**Policies and Guidelines**

A template for Policies and Guidelines can be found on the TMF website **Staff Pages/Corporate ID**.

This template has been set up using styles, which can be found on the **Home** tab in Microsoft Word. Ensuring you use these styles for formatting your document will mean that you can refresh the contents table on page 2 without the requirement of manually typing in each heading, sub heading and page number, therefore reducing the amount of time taken up writing or updating a document. There are two sub headings set up, along with the main heading style.

The standard numbering of document headings is as follows:

1. **Heading 1**
   1.1 **Heading 2**
   1.1.1 **Heading 3**