

Ardoch Youth Foundation

Style Guide: For written and electronic presentation of documents

Physical Styles

All out going documents:

- For letters and fax use Ardoch Electronic template which incorporates logo and contact details and has pre-set font type and size and margins:
H:\Ardoch\Communication\Staff Stationery Templates\Electronic
- When using letterhead stationary use document:
H:\Ardoch\Communication\Staff Stationery Templates\Printable
- Headings to be Arial **Bold** 14 size
- Subheadings to be Arial **Bold** 12 size
- All other text to be Arial size 11
- Dated: Day Month Year (6 June 2007)
- Consistent in framework, layout, fonts, headings etc.
- Aligned left (do not justify type)
- Sign off must include Ardoch contact person's name and title.
- Logo/letterhead omitted after the first page.
- All documents including school newsletter inclusions or flyers must include an Ardoch contact point, such as name, telephone number, email address, street address, web address or a combination of these.

All internal documents:

- As per out going documents
- Include a file path in the footer using grey colour and Arial size 8 font

Emails:

- Formal emails as per out going documents (logo not essential)
- All outgoing emails should include the approved Ardoch signature:

Kind regards,

Lizzil Gay
Fundraising and Events Coordinator

198 St Kilda Road
St Kilda VIC 3182
T 03 9537 2414
F 03 9537 3211
www.ardoch.asn.au

Ardoch Youth Foundation - Making education a reality

Winner of the 2001 Prime Minister's Award for Excellence in Community Business Partnerships

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Editorial Styles

Key Ardoch Messages:

- Use only approved messages such as: elevator messages, key phrases:
H:\Ardoch\Communication\Approved Ardoch Messages

Signing off:

- For the organization:
On behalf of the team at Ardoch Youth Foundation
Yours sincerely,

Name
Position

- Individually:
Regards/Kind regards/Yours sincerely

Name
Position

- Executive Director and Founder:

Regards/Kind regards/Yours sincerely
Kathy Hilton OAM
Founder and Executive Director

Spelling:

- Follow English spelling rules

Use of Numbers:

- 0-10 in words
- 11 onwards in figures

Reference to age:

- Use figures (a 20 year old or 20 years old)

Referring to Ardoch:

- In any publication state the whole name Ardoch Youth Foundation first.
- Ardoch is appropriate thereafter
- If using the Foundation use a capital F on Foundation

Schools, Programs and Projects:

- Use uppercase when stating a title (Elwood Primary School or Basic Needs Program)
- Use lowercase when using the word generically (the school or the project)

Quotes:

- Type quotes in italics
- Do not change quotes even if grammatically incorrect

- Use **** if offensive language is used
- If an explanation is required within the quote use these brackets [blah]

Copyright:

- Use the approved copyright clause when providing information which may be used to replicate projects, programs or ideas:
© Ardoch Youth Foundation Ltd

This image is located at:

H:\Ardoch\Communication\Communication Documents 07\Copyright Symbol

Marketing Requests:

- When requesting marketing and communications materials please use request form : H:\Ardoch\Communication\Staff Marketing Request Forms

A4 Templates:

- A selection of A4 templates for staff to use are kept in the following folder:
H:\Ardoch\Communication\Staff Stationery Templates
- These are for use for all corresponding communications requirements.
- Electronic: a folder containing versions to be used for electronic purposes when printing
- Printable: a folder containing versions which are formatted for use on Ardoch stationery such as letterhead or information paper

Media Releases:

To be signed off by the Marketing Department unless otherwise directed.

- Arial font in size 12
- Headings to be Arial **Bold**
- 1.5 Spacing
- Logo
- Heading: **Media Release and/or Photo Opportunity**
- Date
- Title
- Date, Time and Location of event/opportunity
- Ardoch contact details including after hours number
- Any alternative contacts (principal etc)
- Contain one of the approved elevator messages:
H:\Ardoch\Communication\Approved Ardoch Messages