

Township of  
Langley



Est. 1873

# Corporate Style Guide

Prepared by: Corporate Administration Division  
Revised: October 15, 2014  
File: 0340-20



## Table of Contents

1. PURPOSE .....	5
2. AUTHORITY .....	5
3. BACKGROUND .....	5
4. METHODOLOGY.....	6
5. EXCEPTIONS.....	6
General Principles .....	7
@ Symbol .....	7
Acronyms .....	7
Addresses .....	8
And or &.....	9
Apostrophes .....	9
Author Initials .....	10
Bullets .....	10
Bylaws.....	11
Council Reports.....	11
Capital Letters .....	11
Commas.....	14
Compass Points .....	15
Copy or cc.....	15
Dates.....	16
Days of the Week and Months.....	16
Dollars and Cents.....	17
e.g. and i.e. ....	17
Emblems/Logos .....	17
E-expressions .....	18

Emphasizing Text.....	18
Font.....	18
Hyphens.....	18
It's and Its.....	19
Memos to Council.....	19
Months of the Year.....	20
Measurements.....	20
Numbered Lists.....	20
Numbers.....	21
Paper.....	21
Percentages.....	22
Phone Numbers.....	22
Plain English.....	22
Policy vs Guideline or Procedure.....	22
Province.....	23
Seasons.....	23
Signature Blocks.....	23
Spaces between Sentences.....	24
Subject Line.....	24
Telephone Numbers.....	24
Text Alignment.....	24
Time.....	25
Typist Initials.....	25
Web.....	26
Web Content.....	26
Commonly Misspelled or Misapplied Words.....	27



## CORPORATE STYLE GUIDE

Originating Division:	Corporate Administration	File:	0340-20
Section:	Corporate Services	Effective Date:	Mar 22, 2010
Prepared By:	Manager, Corporate Services	Revised Date:	Oct 15, 2014
Approved By:	Corporate Administration		

---

### 1. Purpose

- 1.1 To provide a standard to follow when producing correspondence, documents, reports, brochures, pamphlets, fax cover sheets, newspaper advertisements, electronic presentations, web content, and other Township of Langley material prepared for the staff and public
- 1.2 To establish a clean, crisp, professional corporate identity and consistent visual image on all Township of Langley printed and electronic communications

### 2. Authority

- 2.1 Director, Corporate Administration

### 3. Background

- 3.1 Whereas a graphics design standard exists for the corporate emblem and Heraldic signature and their use, a style guide for content has not been established, i.e. dates, addresses, times, phone numbers, etc.
- 3.2 In the absence of a system for deliberate organization and management of the Township's brand and in the presence of ongoing inconsistency on all types of documents, staff have their own perceptions and create their own styles
- 3.3 As increased documentation prepared for both public and internal staff must flow through Corporate Communications and Events staff to maintain a consistent, professional look, a corporate style guide for reference has become necessary

#### **4. Methodology**

- 4.1 The contents of this style guide are based on the premise that:
  - 4.1.1 the Township endeavours to move into a more modern communication style
  - 4.1.2 written communication, electronic and hard copy, must be clean, standardized, professional, grammatically correct, and easy to read
- 4.2 All styles noted in this guide have been based on the following:
  - 4.2.1 research shows that due to information overload, people do not read word-for-word; they scan to receive the most valuable, pertinent information. Therefore, communication is best read using the least amount of words, more bullets, and eliminating unnecessary punctuation marks.
  - 4.2.2 perusing communication styles of other companies that display a modern look
  - 4.2.3 The Canadian Oxford Dictionary, 2000 edition
  - 4.2.4 The Gregg Reference Manual, eighth edition
  - 4.2.5 International Organization for Standardization (ISO)
- 4.3 This guide will be periodically updated. As gaps in styles are identified or changes are required, a decision may be made by the Director, Corporate Administration to make revisions to the guide.

#### **5. Exceptions**

- 5.1 Corporate Communications and Events may deviate from these established guidelines to create visually appealing printed materials
- 5.2 Divisions may deviate from these established guidelines to create visually appealing printed materials in consultation with the Manager, Corporate Services
- 5.3 Council may choose to deviate from the standards published in this document

**General Principles**

All web and printed material viewed by the general public will display the Township's:

- emblem in the most visible location (the first thing seen), i.e. top left or middle of the front page
- civic address
- contact phone number
- web address

Refer to the Corporate Identity Manual in each division or see Corporate Communications and Events Department for more details.

**@ Symbol**

- used only in email addresses

Correct	Incorrect
<ul style="list-style-type: none"> <li>• info@tol.ca</li> </ul>	<ul style="list-style-type: none"> <li>• McLeod Athletic Park is located @ 56 Avenue and 216 Street.</li> </ul>

**Acronyms**

- can be used if they are familiar to the audience
- if not familiar to the audience, write the words in full and place the acronym behind it in brackets
- unless it is part of a formal name, omit periods between letters, i.e. CPR not C.P.R.
- acronyms are never used in the Recommendations section of a Council Report

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Submit your Request for Proposal (RFP) to the Purchasing Department.</li> </ul>	<ul style="list-style-type: none"> <li>• Submit your R.F.P. to the Purchasing Department.</li> </ul>
<ul style="list-style-type: none"> <li>• Classes are held at W.C. Blair Recreation Centre.</li> </ul>	<ul style="list-style-type: none"> <li>• Classes are held at WC Blair Recreation Centre.</li> </ul>

**Addresses**

- do not use *st*, *nd*, *rd*, and *th* behind the number of a street or avenue
- use a space on either side of the long dash separating the house address from the street/avenue number
  - there is no dash separating a house address from a named street/avenue
- write an address all on one line - do not break house number and street/avenue putting part of it on one line and the rest on the line below (to avoid an address splitting between two lines, place your cursor at the front of the address, shift+enter)
- write suite or apartment numbers without the # symbol and followed by a comma, i.e. 104, 9876 Shady Lane
- where there is ample room, write the word Avenue, Boulevard, Crescent, Drive, Highway, Lane, Street in full
- if space is limited, abbreviate as follows and omit the period at the end of the abbreviation:
 

Avenue	Ave
Boulevard	Bld
Crescent	Cr
Drive	Dr
Highway	Hwy
Lane	Ln
Road	Rd
Street	St

**Note:** The style must be consistent throughout the document.

- for correspondence to other countries, include Canada in all addresses

**Note:** It is understood that address formats in Tempest, Agresso, and other proprietary software used in the Township do not follow this convention.

Correct	Incorrect
<ul style="list-style-type: none"> <li>• 20338 – 65 Avenue</li> </ul>	<ul style="list-style-type: none"> <li>• 20338-65th Avenue</li> </ul>
<ul style="list-style-type: none"> <li>• 4700 – 224 St</li> </ul>	<ul style="list-style-type: none"> <li>• 4700-224th St.</li> </ul>
<ul style="list-style-type: none"> <li>• 7777 Crush Crescent</li> </ul>	<ul style="list-style-type: none"> <li>• 7777 Crush Cres</li> </ul>
<ul style="list-style-type: none"> <li>• 104, 9876 Shady Lane</li> </ul>	<ul style="list-style-type: none"> <li>• #104 – 9876 Shady Lane</li> </ul>
<ul style="list-style-type: none"> <li>• The renovated school is located at 1234 – 110 Street, Langley, BC.</li> </ul>	<ul style="list-style-type: none"> <li>• Highland School is located at 1234 – 110 Street, Langley, BC.</li> </ul>



**And or &**

- use ampersand (&) sparingly and limit to informal forms of communication only
- use *and* in body text and headings, i.e. letters, memos, Council Reports, official documents, program descriptions, questionnaires
- & can be used occasionally in informal headings only, i.e. children’s posters, recreation program names
- write official company names, logos, emblems, and registered trade names exactly, i.e. could include *and* or &

Correct	Incorrect
<ul style="list-style-type: none"> <li>• And; AND</li> </ul>	
<ul style="list-style-type: none"> <li>• Mayor and Council</li> </ul>	<ul style="list-style-type: none"> <li>• Mayor &amp; Council</li> </ul>
<ul style="list-style-type: none"> <li>• Recreation, Culture, and Parks</li> </ul>	<ul style="list-style-type: none"> <li>• Recreation, Culture, &amp; Parks</li> <li>• Recreation, Culture &amp; Parks (logo ok)</li> </ul>
<ul style="list-style-type: none"> <li>• Take your garbage and recycling to the curb by 7:30am.</li> </ul>	<ul style="list-style-type: none"> <li>• Take your garbage &amp; recycling to the curb by 7:30am.</li> </ul>

**Apostrophes**

- use an apostrophe to indicate the possessive case, e.g. Julie’s book, the boys’ mother
- an apostrophe comes before the s in singular and plural nouns not ending in s, e.g. the girl’s games and the women’s games
- use an apostrophe after the s in plural nouns ending in s, e.g. the seniors’ games
- in singular nouns ending in s, e.g. Charles’ and Charles’s, use the shorter form, e.g. Charles’ feet and in Lucus’ name
- write official/registered company names exactly, e.g. Tim Hortons, Shoppers Drug Mart
- apostrophes aren’t required in abbreviations or when referencing an era

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Tim Hortons</li> </ul>	<ul style="list-style-type: none"> <li>• Tim Horton’s</li> </ul>
<ul style="list-style-type: none"> <li>• 1980s; 1900s</li> </ul>	<ul style="list-style-type: none"> <li>• 1980’s; 1900’s</li> </ul>
<ul style="list-style-type: none"> <li>• MPs</li> </ul>	<ul style="list-style-type: none"> <li>• MP’s</li> </ul>
<ul style="list-style-type: none"> <li>• RSVPs</li> </ul>	<ul style="list-style-type: none"> <li>• RSVP’s</li> </ul>
<ul style="list-style-type: none"> <li>• Dot your i’s and cross your t’s</li> </ul>	<ul style="list-style-type: none"> <li>• Dot your is and cross your ts</li> </ul>

### Author Initials

- identify the author and typist at the bottom of letters and memos
  - indicate the author’s initials in upper case and the typist’s initials in lower case separated by a /
  - no spaces either side of the /
- Note:** If the author and typist are the same, initials appear in upper case and lower case.

Correct	Incorrect
<ul style="list-style-type: none"> <li>• AB/cd</li> </ul>	<ul style="list-style-type: none"> <li>• AB/CD; AB / cd; ab/cd; ab/CD</li> </ul>
<ul style="list-style-type: none"> <li>• AB/ab (same author and typist)</li> </ul>	<ul style="list-style-type: none"> <li>• /AB</li> </ul>

### Bullets

Bullet point lists are a good device for breaking up a lot of text, clarifying text, and making reading easier.

- Bullet lists that offer several endings to a sentence or do not make a complete sentence:
  - start with a lower case letter
  - do not have punctuation (colon, semi-colon, period, comma) at the end of the bulleted item
  - have no less than two spaces between the bullet and the commencing text

Correct	Incorrect
We have a responsibility to: <ul style="list-style-type: none"> <li>• provide excellent customer service to internal and external clients</li> <li>• respond promptly to telephone and email requests</li> <li>• spend funds wisely</li> </ul>	We have a responsibility to: <ul style="list-style-type: none"> <li>• Provide excellent customer service to internal and external clients;</li> <li>• Respond promptly to telephone and email requests;</li> <li>• Spend funds wisely.</li> </ul>

- Bullet lists can be used for complete sentences.
- When this is the case, statements will begin with a capital letter.
- Statements will end with a period in these instances.
- No less than two spaces will appear between the bullet and the commencing text.

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Outside crews repaired 100 potholes.</li> <li>• Clerks accepted 485 new building permits.</li> <li>• Staff collected outstanding invoices totalling \$283,000.</li> </ul>	<ul style="list-style-type: none"> <li>• outside crews repaired 100 potholes</li> <li>• clerks accepted 485 new building permits</li> <li>• staff collected outstanding invoices totalling \$283,000</li> </ul>

- Numbered lists
- See [Numbered Lists](#) section

## Bylaws

- write bylaws in the following format:
  - official name adopted by Council
  - year it was adopted
  - bylaw number written *No.*
    - space follows the *No.*

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Township of Langley Highway and Traffic Bylaw 1995 No. 3500</li> </ul>	<ul style="list-style-type: none"> <li>• Highway and Traffic Bylaw No. 3500 1995</li> </ul>
<ul style="list-style-type: none"> <li>• Langley Building Bylaw 2001 No. 4055</li> </ul>	<ul style="list-style-type: none"> <li>• 2001 Building Bylaw Number 4055</li> </ul>
<ul style="list-style-type: none"> <li>• Stormwater Utility Bylaw 2003 No. 4232</li> </ul>	<ul style="list-style-type: none"> <li>• Stormwater Utility Bylaw 2003 #4232</li> </ul>

## Canadian Spelling

- use Canadian spelling only

Correct	Incorrect
<ul style="list-style-type: none"> <li>• behaviour</li> </ul>	<ul style="list-style-type: none"> <li>• behavior</li> </ul>
<ul style="list-style-type: none"> <li>• centre</li> </ul>	<ul style="list-style-type: none"> <li>• center</li> </ul>
<ul style="list-style-type: none"> <li>• colour</li> </ul>	<ul style="list-style-type: none"> <li>• color</li> </ul>
<ul style="list-style-type: none"> <li>• endeavour</li> </ul>	<ul style="list-style-type: none"> <li>• endeavor</li> </ul>
<ul style="list-style-type: none"> <li>• honour</li> </ul>	<ul style="list-style-type: none"> <li>• honor</li> </ul>
<ul style="list-style-type: none"> <li>• kilometre</li> </ul>	<ul style="list-style-type: none"> <li>• kilometer</li> </ul>
<ul style="list-style-type: none"> <li>• litre</li> </ul>	<ul style="list-style-type: none"> <li>• liter</li> </ul>
<ul style="list-style-type: none"> <li>• neighbourhood</li> </ul>	<ul style="list-style-type: none"> <li>• neighborhood</li> </ul>
<ul style="list-style-type: none"> <li>• totalling</li> </ul>	<ul style="list-style-type: none"> <li>• totaling</li> </ul>

## Council Reports

See separate document titled Council Report Writing Guidelines.

## Capital Letters

Capital letters tend to interrupt the flow of reading and should be used for their *proper* use. Capitalize proper nouns only, such as names of people, places, objects, and entities.

Words should not be capitalized in an attempt to make the word *stand out* (see Emphasizing Text on page 18 for suggestions). Capitalization helps readers distinguish the names of things from the description of things.

- Avoid putting whole words or blocks of text into capital letters - lower case letters can be read approximately ten times faster than words in capitals and should, therefore, be used for large areas of body text.
- Single letters (e.g. those used for labeling diagrams) are better in upper case.

## Use capitals for:

- all important words in a title - do not capitalize small words such as *the*, *and*, *by*, *for*, *to*, etc.

Correct	Incorrect
<ul style="list-style-type: none"> <li>the Province of British Columbia</li> <li>the Township of Langley</li> </ul>	<ul style="list-style-type: none"> <li>The Province Of British Columbia</li> <li>The Township Of Langley</li> </ul>

- ranks and titles when written in conjunction with a name but not capitalized when the rank stands alone

Correct	Incorrect
<ul style="list-style-type: none"> <li>Mayor Smith</li> <li>Councillor Jones</li> </ul>	<ul style="list-style-type: none"> <li>mayor Smith</li> <li>councillor Jones</li> </ul>
<ul style="list-style-type: none"> <li>Building Inspector, Bob Smith</li> </ul>	<ul style="list-style-type: none"> <li>building inspector, Bob Smith</li> </ul>
<ul style="list-style-type: none"> <li>the director; manager; supervisor; building inspector</li> </ul>	<ul style="list-style-type: none"> <li>the Director; Manager; Supervisor; Building Inspector</li> </ul>
<ul style="list-style-type: none"> <li>Christine Blair, Director, Corporate Administration Division</li> </ul>	<ul style="list-style-type: none"> <li>director, Corporate Administration division</li> </ul>

- referring to Township of Langley Mayor, Councillors, or Council (but not capitalized when referring to another municipality's mayor, councillors, or council)

Correct	Incorrect
When referring to the Township's mayor or councillor <ul style="list-style-type: none"> <li>the Mayor; the Councillor; Council</li> </ul>	<ul style="list-style-type: none"> <li>the mayor; the councillor; council</li> </ul>
When referring to another municipality's mayor or councillor <ul style="list-style-type: none"> <li>the mayor; the councillor; council</li> </ul>	<ul style="list-style-type: none"> <li>the Mayor; the Councillor; Council</li> </ul>

- a named piece of legislation, bylaw, or program; use lower case when not naming the specific law, bylaw, or program

Correct	Incorrect
<ul style="list-style-type: none"> <li>Health Act</li> </ul>	<ul style="list-style-type: none"> <li>the Act</li> </ul>
<ul style="list-style-type: none"> <li>Zoning Bylaw 1987 No. 2500</li> </ul>	<ul style="list-style-type: none"> <li>a Bylaw</li> </ul>
<ul style="list-style-type: none"> <li>Adopt-a-Street Program</li> </ul>	<ul style="list-style-type: none"> <li>the Program</li> </ul>

- departments, organizations, institutions, companies, and specifically named governments; use lower case when not specifically naming the department, organization, institution, or company

Correct	Incorrect
• Township of Langley Council	• Township of Langley council
• Ministry of Transportation	• Ministry of transportation
• the Building Department	• the building department
• the cabinet	• the Cabinet
• the community	• the Community
• the museum/community cultural or recreation centre	• the Museum/Community Cultural or Recreation Centre
• the federal government	• the Federal Government
• the municipality	• the Municipality
• the provincial government	• the Provincial government

- months and days of the week – but not seasons

Correct	Incorrect
• January	• january
• Wednesday	• wednesday
• spring 2009	• Spring 2009

**Commas**

- when three or more items are listed in a series, place a comma before the *and* or *or*

Correct	Incorrect
<ul style="list-style-type: none"> <li>• You will learn the requirements, benefits, and job responsibilities of a lifeguard.</li> </ul>	<ul style="list-style-type: none"> <li>• You will learn the requirements, benefits and job responsibilities of a lifeguard.</li> </ul>
<ul style="list-style-type: none"> <li>• Bring a pen, pencil, or felt marker.</li> </ul>	<ul style="list-style-type: none"> <li>• Bring a pen, pencil or felt marker.</li> </ul>

- to enclose dates
  - no comma is used when only month and year are given

Correct	Incorrect
<ul style="list-style-type: none"> <li>• The workshop is scheduled for Friday, April 6, 2009, at 9:00am.</li> </ul>	<ul style="list-style-type: none"> <li>• The workshop is scheduled for Friday, April 6, 2009 at 9am.</li> </ul>
<ul style="list-style-type: none"> <li>• Please respond by Friday, April 6, indicating how many persons will attend.</li> </ul>	<ul style="list-style-type: none"> <li>• Please respond by Friday, April 6 indicating how many persons will attend.</li> </ul>
<ul style="list-style-type: none"> <li>• April 2009 is the due date.</li> </ul>	<ul style="list-style-type: none"> <li>• April, 2009, is the due date.</li> </ul>

- when a sentence is composed of two complete sentences connected by the word *and*, *but*, or *or*, a comma precedes those connector words

Correct	Incorrect
<ul style="list-style-type: none"> <li>• We expect your application to be processed within three business days, and it will be available for pick up at Customer Service.</li> </ul>	<ul style="list-style-type: none"> <li>• We expect your application to be processed within three business days and it will be available for pick up at Customer Service.</li> </ul>
<ul style="list-style-type: none"> <li>• Jane will organize coffee and lunch, but she will not organize dinner.</li> </ul>	<ul style="list-style-type: none"> <li>• Jane will organize coffee and lunch but she will not organize dinner.</li> </ul>

- when stating a name and title or a name and organization, commas precede and succeed the title and organization

Correct	Incorrect
<ul style="list-style-type: none"> <li>• A letter was received from Mary Smith, Chair, South Fraser Blooming Committee, requesting a presentation to Council.</li> </ul>	<ul style="list-style-type: none"> <li>• A letter was received from Mary Smith, Chair, South Fraser Blooming Committee requesting a presentation to Council.</li> </ul>

## Compass Points

- use lower case when referring to non-specific regions

Correct	Incorrect
<ul style="list-style-type: none"> <li>• the north</li> <li>• northwest Langley</li> <li>• eastern Canada</li> <li>• Lower Mainland</li> </ul>	<ul style="list-style-type: none"> <li>• the North</li> <li>• Northwest Langley</li> <li>• Eastern Canada</li> <li>• lower mainland</li> </ul>

- use capitals when part of a proper name

Correct	Incorrect
<ul style="list-style-type: none"> <li>• North Vancouver</li> </ul>	<ul style="list-style-type: none"> <li>• north Vancouver</li> </ul>

## Copy or cc

- use copy: followed by a two space tab at bottom of letters and memos
- for blind copy, use bcopy: and align recipients to the five space tab under copy:
- if several persons are to receive copies, list the names according to organizational rank or position of the recipient or in alphabetic order by last name

**Note:** copy: precedes the Enclosures or Attachments line

Correct	Incorrect
<ul style="list-style-type: none"> <li>• copy:    Bob Jones</li> </ul>	<ul style="list-style-type: none"> <li>• copy Bob Jones</li> <li>• cc Bob Jones</li> </ul>
<ul style="list-style-type: none"> <li>• copy:    Bob Jones</li> <li>• bcopy:   Jim Smith</li> </ul>	

## Dates

The Township uses different date formats for different applications due to software restrictions:

Agresso/Hansen: DD MMM YYYY  
 CLASS: DD MMM YYYY  
 Tempest: MMM DD YYYY

- for all other correspondence, web postings, or promotional materials, write the dates in the following styles:
  - November 19, 2009 (MMMM DD, YYYY)
    - *st, nd, rd, and th* does not come after the day of the month
    - 11/19/2009 (MM/DD/YYYY)
- Note:** the year must be shown in full as above (not 11/19/09)
- when a date comes near the end of a line and splits between two lines, use the shift+enter to force the date to stay together on the second line
  - apostrophes aren't required when referencing an era

Correct	Incorrect
<ul style="list-style-type: none"> <li>• We are closed November 11, 2009.</li> </ul>	<ul style="list-style-type: none"> <li>• We are closed 11/11/09.</li> <li>• We are closed Nov. 11, 2009.</li> </ul>
<ul style="list-style-type: none"> <li>• November 19, 2009</li> </ul>	<ul style="list-style-type: none"> <li>• November 19th, 2009</li> </ul>
<ul style="list-style-type: none"> <li>• 11/19/2009</li> </ul>	<ul style="list-style-type: none"> <li>• 11/19/09</li> </ul>
<ul style="list-style-type: none"> <li>• 1980s</li> <li>• 1900s</li> </ul>	<ul style="list-style-type: none"> <li>• 1980's</li> <li>• 1900's</li> </ul>

## Days of the Week and Months

- in formal correspondence (letters, Council Reports, annual report), write the days of the week in full, i.e. Friday
- in web postings or promotional materials, write the date in full unless there is not enough room available; in that case, abbreviate days of the week and months using the first three letters, but not followed by a period, ensuring consistency throughout the document by continuing to abbreviate all days of the week

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Wednesday, October 25, 2010</li> <li>• Wed, Oct 25, 2010</li> </ul>	<ul style="list-style-type: none"> <li>• Wednesday October 25, 2010</li> <li>• Wed., Oct. 25, 2010</li> </ul>



## Dollars and Cents

- in written correspondence, omit .00 when dollars are whole; on spreadsheets, .00 is acceptable
- use the dollar sign followed by a period for cents
- when a sentence or document includes a mixture of whole dollars and dollars with cents, use .00 for whole numbers

Correct	Incorrect
<ul style="list-style-type: none"> <li>• \$10</li> </ul>	<ul style="list-style-type: none"> <li>• \$10.00</li> </ul>
<ul style="list-style-type: none"> <li>• \$.50</li> </ul>	<ul style="list-style-type: none"> <li>• 50¢</li> </ul>
<ul style="list-style-type: none"> <li>• \$15,700</li> </ul>	<ul style="list-style-type: none"> <li>• \$15,700.</li> <li>• \$15,700.00</li> </ul>
<ul style="list-style-type: none"> <li>• The admission fee is \$4.00 for children and \$6.50 for adults.</li> </ul>	<ul style="list-style-type: none"> <li>• The admission fee is \$4 for children and \$6.50 for adults.</li> </ul>

## e.g. and i.e.

- e.g. means *for example*
- i.e. means *that is*
- periods appear after each letter; no space between letters

## Emblems/Logos

- the Township emblem (colour or black) must stand alone in the top left or centre of all printed and digital material
- emblem must not be framed by a box or lined borders, e.g. lined box, coloured box, shaded box
- when the Township emblem is used, the words *Township of Langley* are not repeated in the document heading
- the emblem without words can be used if the full name, Corporation of the Township of Langley or Township of Langley, is required (the goal is not to duplicate Township of Langley within close proximity of the emblem)
- emblems must be large enough that the text on the bottom of the emblems are legible, i.e. Est. 1873
  - type *emblem* and press F3 to import a black Township emblem of correct proportion
  - type *emblems* and press F3 to import a smaller black Township emblem of correct proportion
- the Heraldic emblem is only for use on Mayor and Council documents and must stand alone in the top left or centre of all printed and digital material
- for emblem design specifications (i.e. pantone colours), see the Corporate Identity Manual in each division or contact the Corporate Communications and Events Department

## E-expressions

- except at the beginning of a sentence, the e- is lower case and hyphenated
- exception: email is not hyphenated

Correct	Incorrect
<ul style="list-style-type: none"> <li>• email</li> <li>• e-commerce</li> <li>• e-vite</li> </ul>	<ul style="list-style-type: none"> <li>• e-mail</li> <li>• Ecommerce</li> <li>• Einvite</li> </ul>

## Emphasizing Text

As underlining can be difficult to read:

- use bold or italics (or both) to highlight a particular word or phrase – do not use underline
- use bullets to break up large bodies of text

Avoid using quotation marks to emphasize words:

- use italics to make the text look less cluttered

Correct	Incorrect
<ul style="list-style-type: none"> <li>• The Adopt-a-Program is looking to create <i>participant profiles</i> to highlight your great work!</li> </ul>	<ul style="list-style-type: none"> <li>• The Adopt-a-Program is looking to create “Participant Profiles” to highlight your great work!</li> </ul>

## Font

- Arial 11 for:
  - agendas
  - bylaws
  - Council reports
  - letters
  - memos
  - minutes
  - reports
- Verdana 12 for:
  - web

## Hyphens

Hyphens link words that together form one adjective, e.g.

- five-year plan
- out-of-date
- right-of-way
- short-term/long-term goal
- six-week waiting period
- two-day event

There are no spaces either side of the hyphen.

If in doubt what words should be hyphenated, check the Oxford Canadian Dictionary.



## Months of the Year

- in web postings or promotional materials, write months in full unless there is not enough room available; in that case, abbreviate months of the year using the first three letters but not followed by a period

Correct	Incorrect
<ul style="list-style-type: none"> <li>February 21, 2010</li> <li>Feb 21, 2010</li> </ul>	<ul style="list-style-type: none"> <li>Feb. 21, 2010</li> </ul>

## Measurements

- show measurements in metric; imperial measurements can be noted in brackets following the metric
- abbreviations are acceptable when used with numbers:
  - 4 L
  - 3 kg
  - 2.5 m
  - 10 m<sup>2</sup> or 10 sq m
  - 9 cm
  - 14 mm
  - 6 in
  - 4 ft
- no periods follow the abbreviation (not cm. or mm.)
- use a space to separate the number and the abbreviated measurement
- do not add an s to the abbreviation, i.e. cms

Correct	Incorrect
<ul style="list-style-type: none"> <li>A Township of Langley compost bin is 89 cm (35 in) high.</li> </ul>	<ul style="list-style-type: none"> <li>A Township of Langley compost bin is 35 cms high.</li> </ul>
<ul style="list-style-type: none"> <li>The compost bin is several centimetres high.</li> </ul>	<ul style="list-style-type: none"> <li>The compost bin is several cm high.</li> </ul>

## Numbered Lists

- numbers are followed by a period; at least 2 spaces between period and text

Correct	Incorrect
<ol style="list-style-type: none"> <li>1. garbage</li> <li>2. compost</li> <li>3. recycling           <ol style="list-style-type: none"> <li>a. bins</li> <li>b. containers</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1) garbage</li> <li>2) compost</li> <li>3) recycling           <ol style="list-style-type: none"> <li>a) bins</li> <li>b) containers</li> </ol> </li> </ol>

## Numbers

- write numbers from one to nine as words; write the numeral behind the word for clarification, if necessary  
**Note:** When a numeral begins a sentence, it is written as a word, not a number. If the number is larger than two words (e.g. 486), reword the sentence so the sentence does not begin with the number.
- write numbers 10 and above as numerals
- when a sentence contains numbers above and below 10, use either figures or words in both instances
- in a table format, write all numbers as numerals
- use 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, etc. when related to the name of an annual event (e.g. 10<sup>th</sup> Annual Employee Recognition Evening)

Correct	Incorrect
<ul style="list-style-type: none"> <li>• There will be five events in June.</li> <li>• There will be five (5) events in June.</li> </ul>	<ul style="list-style-type: none"> <li>• There will be 5 events in June.</li> </ul>
<ul style="list-style-type: none"> <li>• Sixteen residents were nominated</li> </ul>	<ul style="list-style-type: none"> <li>• 16 residents were nominated.</li> </ul>
<ul style="list-style-type: none"> <li>• The Building Department received 10 applications.</li> </ul>	<ul style="list-style-type: none"> <li>• The Building Department received ten applications.</li> </ul>
<ul style="list-style-type: none"> <li>• The Building Department received 5 applications in June and 10 in July.</li> <li>• The Building Department received five applications in June and ten in July.</li> </ul>	<ul style="list-style-type: none"> <li>• The Building Department received five applications in June and 10 in July.</li> </ul>
<ul style="list-style-type: none"> <li>• The committee meets on the first day of the month.</li> </ul>	<ul style="list-style-type: none"> <li>• The committee meets on the 1st day of the month.</li> </ul>
<ul style="list-style-type: none"> <li>• You are invited to the 10th Annual Employee Recognition Evening.</li> </ul>	<ul style="list-style-type: none"> <li>• You are invited to the tenth Annual Employee Recognition Evening.</li> </ul>
<ul style="list-style-type: none"> <li>• He is the tenth person to ask me the same question today.</li> </ul>	<ul style="list-style-type: none"> <li>• He is the 10th person to ask me the same question today.</li> </ul>

## Paper

- to comply with the Township's Sustainability Charter:
  - only in rare instances is glossy paper used for printed material
  - where possible, use double-sided printing, including public hand outs

## Percentages

- use the word *percent* when percentage from one to nine are written in words
- uses the percentage symbol when percentage from 10 to infinity are written in numerals
- in a sentence containing percentages above and below 10, use either figures or words in both instances
- in a table format, write all numbers as numerals and use the percent symbol

Correct	Incorrect
<ul style="list-style-type: none"> <li>• percent</li> </ul>	<ul style="list-style-type: none"> <li>• per cent</li> </ul>
<ul style="list-style-type: none"> <li>• This represents a five percent increase.</li> </ul>	<ul style="list-style-type: none"> <li>• This represents a 5% increase.</li> </ul>
<ul style="list-style-type: none"> <li>• Approximately 65% of attendees completed a questionnaire.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately 65 percent of attendees completed a questionnaire.</li> </ul>
<ul style="list-style-type: none"> <li>• Although 80% of the surveys were returned, 5% were incomplete.</li> <li>• Although eighty percent of the surveys were returned, five percent were incomplete.</li> </ul>	<ul style="list-style-type: none"> <li>• Although eighty percent of the surveys were returned, 5% were incomplete.</li> </ul>

## Phone Numbers

- all forms of communication require a printed contact phone number
- write phone numbers with the area code and periods as separators
- write extensions without periods or commas; lower case

Correct	Incorrect
<ul style="list-style-type: none"> <li>• 604.534.3211</li> </ul>	<ul style="list-style-type: none"> <li>• 604-534-3211</li> </ul>
<ul style="list-style-type: none"> <li>• 604.532.7300</li> </ul>	<ul style="list-style-type: none"> <li>• 532-7300</li> </ul>
<ul style="list-style-type: none"> <li>• 604.532.3411</li> </ul>	<ul style="list-style-type: none"> <li>• (604) 534.3411</li> </ul>
<ul style="list-style-type: none"> <li>• 604.533.6092 ext 2208</li> </ul>	<ul style="list-style-type: none"> <li>• 604.533.6092 Ext. 2208</li> </ul>
<ul style="list-style-type: none"> <li>• 1.250.444.2133</li> </ul>	<ul style="list-style-type: none"> <li>• 1 250-444-2133</li> </ul>
<ul style="list-style-type: none"> <li>• 604.RECYCLE (732.9253)</li> </ul>	<ul style="list-style-type: none"> <li>• 604-Recycle (604.732.9253)</li> </ul>

## Plain English

- when writing for the general public, write to a grade 8 level
- avoid the use of jargon or slang
- keep sentences short – no more than 25 words is recommended

## Policy vs Guideline or Procedure

- policy or bylaw – adopted by Council, can only be changed by Council; enforceable by law
- guideline or procedure – created at division level, not adopted by Council, can be changed by division or Senior Management Team; not enforceable by law

## Province

- write provinces in full or abbreviated
  - if abbreviated, do not use periods between letters

Correct	Incorrect
<ul style="list-style-type: none"> <li>• BC</li> </ul>	<ul style="list-style-type: none"> <li>• B.C.</li> </ul>
<ul style="list-style-type: none"> <li>• AB</li> </ul>	<ul style="list-style-type: none"> <li>• AB.</li> </ul>

## Seasons

- do not capitalize seasons (winter, spring, summer, fall)


Correct	Incorrect
<ul style="list-style-type: none"> <li>• We expect to receive the report in the summer. However, the recommendations will not be implemented until spring 2010.</li> </ul>	<ul style="list-style-type: none"> <li>• We expect to receive the report in the Summer. However, the recommendations will not be implemented until Spring 2010.</li> </ul>

## Signature Blocks

- letters:
  - name is in upper/lower case
  - title is in all upper case

Correct	Incorrect
John Smith MUNICIPAL ENGINEER	JOHN SMITH Municipal Engineer

- memos to Council and staff:
  - name and title do not appear at the bottom, only at the top of the memo
  - memos are not signed
- email signature block:
  - all emails going outside the corporation will display the following corporate email signature block. Use black Arial 11 for name and title line; use black Arial 10 for all other lines.
    - name | title
    - division | Township of Langley
    - address with postal code
    - phone number
    - Links: Web | Facebook | Twitter | YouTube
    - Expect Excellence logo

Correct	Incorrect
<p><b>John Smith   Municipal Engineer</b>                      Engineering Division   Township of Langley                      20338 – 65 Avenue, Langley, BC V2Y 3J1                      604.533.6090 ext 2136</p> <p><a href="#">Web</a>   <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">YouTube</a></p> 	<p>John Smith                      Municipal Engineer                      Township of Langley</p>

**Spaces between Sentences**

- 2 spaces after the period and before the start of the next sentence

**Subject Line**

- Begins with Re: followed by 2 spaces
- Left aligned
- Sentence case, bold

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Re: This is a subject line</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Subject: THIS IS A SUBJECT LINE</u></li> </ul>

**Telephone Numbers**

- See [Phone Numbers](#) section

**Text Alignment**

- use left-aligned text for all documents including bylaws, Council Reports, letters, and memos, i.e. it is aligned to the left margin and has a ragged right margin. This is less formal than fully justified text and avoids the need for hyphenation.

Correct	Incorrect
<ul style="list-style-type: none"> <li>• Left-aligned text is less formal than fully justified text. It avoids the need for hyphenation. Text does not have large gaps between when it is left-aligned.</li> </ul>	<ul style="list-style-type: none"> <li>• Left-aligned text is less formal than fully justified text. It avoids the need for hyphenation. Text does not have large gaps between when it is left-aligned.</li> </ul>



**Time**

- morning = am
- afternoon/evening = pm
- no periods between letters, use only lower case

Correct	Incorrect
<ul style="list-style-type: none"> <li>• am or pm</li> </ul>	<ul style="list-style-type: none"> <li>• A.M. or P.M.</li> <li>• AM or PM</li> </ul>

- a colon separates hours from minutes (5:30)
- indicate time by XX:XX with am or pm following (8:15am; 10:00pm)
- do not include a space to separate the time from am or pm

Correct	Incorrect
<ul style="list-style-type: none"> <li>• 9:30 – 10:00am</li> <li>• 1:00 – 1:30pm</li> </ul> <p><i>Space on either side of dash; am/pm is omitted in the first instance; no space between the numeral and the letters.</i></p>	<ul style="list-style-type: none"> <li>• 9:30am – 10:00am</li> <li>• 1:00pm – 1:30pm</li> </ul>
<ul style="list-style-type: none"> <li>• 8:30am – 4:30pm</li> </ul> <p><i>Space on either side of dash; no space between the numerals and letters; because time is both morning and afternoon, it shows both am and pm.</i></p>	<ul style="list-style-type: none"> <li>• 8:30 am – 4:30 pm</li> </ul>

**Typist Initials**

- identify the author and typist at the bottom of letters and memos
  - indicate the author’s initials in upper case and the typist’s initials in lower case separated by a /; no spaces either side of the /
- Note:** If the author and typist are the same, initials will appear in upper case and lower case.

Correct	Incorrect
<ul style="list-style-type: none"> <li>• AB/cd</li> </ul>	<ul style="list-style-type: none"> <li>• AB/CD; AB / cd; ab/cd; ab/CD</li> </ul>
<ul style="list-style-type: none"> <li>• AB/ab (same author and typist)</li> </ul>	<ul style="list-style-type: none"> <li>• /CD</li> </ul>

## Web

- web addresses are written:
  - in lower case
  - without *www*.
- the Township's web address must appear on all material prepared for the public and appear in bold, i.e. **tol.ca**
- the Township spells website as one word

Correct	Incorrect
<ul style="list-style-type: none"> <li>• tol.ca</li> </ul>	<ul style="list-style-type: none"> <li>• www.tol.bc.ca; www.tol.ca</li> </ul>
<ul style="list-style-type: none"> <li>• metrovancouver.ca</li> </ul>	<ul style="list-style-type: none"> <li>• www.metrovancouver.ca</li> </ul>
<ul style="list-style-type: none"> <li>• google.ca</li> </ul>	<ul style="list-style-type: none"> <li>• www.google.ca</li> </ul>
<ul style="list-style-type: none"> <li>• website</li> </ul>	<ul style="list-style-type: none"> <li>• web site</li> </ul>

## Web Content

- font: Verdana  
Use black Verdana; font size 12
- very concise language
- the word *please* is an unnecessary word when the reader is skimming for information
- a lot of white space
- more bulleted lists and less blocks of paragraph text
- headings to quickly direct viewer's attention
- when hyperlinking, hyperlink to an existing word or name (do not use *click here*)

Correct	Incorrect
<ul style="list-style-type: none"> <li>• For more information: 604.534.3211</li> </ul>	<ul style="list-style-type: none"> <li>• For more information please call 604.534.3211.</li> </ul>

## Commonly Misspelled or Misapplied Words

Correct	Incorrect
1980s	1980's
accept – <i>believe, take on, endure, consent</i>	except – <i>excluding</i>
Adopt-a-Program, -Creek, -Park, -Street, -Trail	Adopt-A-program, -creek, -park, -street, -trail
affect – <i>verb, shows action</i>	
anybody – <i>any one person</i> any body – <i>refers to one person</i> <i>Anybody can help you search for any body that may be found in the wreckage.</i>	
arboretum	arbouretum
arbour	arbor
Arbour Day	Arbor Day
call-out	<i>noun</i> ; paid duty or service performed by a worker outside of normal business hours
centre	center
check in (i.e. <i>safety procedure check in</i> )	check-in
check out (i.e. <i>safety procedure check out</i> )	check-out
cite – <i>to make reference</i>	
clean up	cleanup; clean-up
colour	color
cooperation	co-operation (no <i>hyphen</i> )
coordination/coordinator	co-ordination/co-ordinator ( <i>no hyphen</i> )
counsel – <i>therapy, provide advice</i>	
council – <i>official group</i>	
councillor	councilor
dike – <i>long embankment</i>	dyke – <i>lesbian, not long embankment</i>
drop-off	drop off
drop-in	drop in ( <i>hyphen is required</i> )
effect – <i>noun, result or outcome; appearance or impression</i>	
enrolment	enrollment

Correct	Incorrect
ensure – <i>make certain something happens</i>	
favourite	favorite
firefighter	fire fighter
fire hall	firehall
Fire Hall 6 – Murrayville	Firehall #6-Murrayville
five-year plan	five year plan
follow-up	follow up
hands-on	hands on ( <i>hyphen is required</i> )
inquire	enquire
insure – <i>protect against loss or damage</i>	
intranet	Sharepoint
library; your library	Library – <i>do not capitalize unless at the beginning of a sentence or part of a specific name. Example: Muriel Arnason Library</i>
long-term	long term
MasterCard	Mastercard – <i>trademark name capitalizes the c in Card</i>
multimedia	multi media, multi-media ( <i>no hyphen</i> )
multi-purpose room	Multi-purpose room – <i>do not capitalize unless at the beginning of a sentence</i>
museum	Museum – <i>do not capitalize unless you're using the full name. Example: Langley Centennial Museum</i>
neighbour	neighbor
non-stop	non stop
online	on-line
pick up – <i>the act or action of picking up</i>	pickup; pick-up
pre-registration	preregistration
prerequisite	pre-requisite
preschool aged; preschoolers	pre-school-aged; pre-schoolers ( <i>no hyphen in preschool, no hyphen between school and aged</i> )
pro-rate	prorate; pro rate

Recreation, Culture, and Parks Recreation, Culture & Parks – <i>logo/branding only</i>	Recreation, Culture and Parks ( <i>comma must appear after the word culture</i> ); Recreation, Culture, & Parks ( <i>do not use &amp; unless it's a part of the logo, no comma after Culture</i> )
reopen	re-open
short-term	short term
sight – <i>to see, vision</i>	
site – <i>specific location</i>	
spray park	Spray Park ( <i>no capitals unless used as a name of a specific spray park</i> )
ten-year plan	ten year plan
than – <i>comparison</i> <i>This report is better than that one.</i>	
then – <i>next, therefore, at the time</i> <i>I'll do this first and then I'll do that.</i>	
There – <i>referring to a place or position</i> <i>We don't go there anymore.</i>	
their – <i>possessive; belonging to them</i> <i>Human Resources have their own section in the building.</i>	
they're – <i>contraction for they are</i> <i>they're responsible for boulevard maintenance.</i>	
<b>tol.ca</b> (lower case and <b>bolded</b> )	<a href="http://www.tol.ca">www.tol.ca</a> ( <i>no www, not bolded, no capital letters</i> )
to – <i>in the direction of something</i> <i>I'm walking to the store.</i>	
too – <i>in addition, also</i> <i>There are too many dirty cups.</i> <i>Are you receiving an award, too?</i>	
totalling	totaling
up-to-date	up to date
Visa	VISA
W.C. Blair Recreation Centre	W C Blair or WC Blair
water park	waterpark ( <i>two words, no capitals unless used as a name of a specific water park</i> )
water main	watermain
waterslide	water slide
web addresses - <i>no www or underscore on any web address, i.e. langleymuseum.org; RecExpress.ca;</i>	<a href="http://www.langleymuseum.org">www.langleymuseum.org</a> ; <a href="http://www.tol.bc.ca">www.tol.bc.ca</a> ; <a href="http://www.recexpress.ca">www.recexpress.ca</a>

website	web site
weekday(s)	week day(s)
weight room	Weightroom ( <i>do not capitalize, two words</i> )
workplace	work place
workstation	work station
work site	worksite
<i>your – belonging to you I borrowed your pen.</i>	
<i>you're – contraction for you are If you're going for a walk, I'll join you.</i>	