

Style Guide

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## Written Correspondence

### Policy

All written correspondence should reflect the attitude of excellence that Plan2go wishes to convey to all its customers. The Company wishes all staff to adopt plain English principles, use correct spelling, grammar and punctuation in all documents and refer to the Company’s Style Guidelines with regard to format.

### Procedures

Ensure that all written correspondence reflects the 5C’s of business etiquette:

* Clear - the message is understandable to the reader. The ideas are presented logically and the language is appropriate
* Concise - use short paragraphs, get quickly to the point and convey a positive attitude
* Correct – make sure that all information is confirmed, spelling and punctuation checked and any errors are corrected
* Courteous – Use a polite tone throughout
* Complete – Give the document a final check prior to signing

For consistency, please ensure you:

* Provide both an electronic and hard copy for all outgoing correspondence and file according to departmental procedures
* Print all drafts on recycled paper whenever possible
* Use email and facsimile facilities where appropriate
* Use email for internal correspondence where possible to conserve paper and to achieve rapid delivery
* Use the correct form of address for all correspondence. All staff have access to the client lists, names of suppliers and stores which lists the preferred titles and correct spelling of names.

Refer to the section, Style Guidelines, for producing the following business documents:

* Business letters
* Facsimiles
* Memos
* Short reports
* Promotional material
* Meeting forms - notice of meeting, agenda, minutes of meeting
* Spreadsheets

## Style Guidelines

### Policy

Plan2go is committed to producing professional quality business documents. In order to maintain a professional and consistent image, staff must ensure Plan2go’sStyle Guidelines are applied to all correspondence and promotional material.

**Procedures**

All staff will:

* Follow the General Layout requirements on page 5 and then specific document style requirements
* Use Plan2go’s business document templates
* Use the standard format where appropriate. (See sample layouts provided)
* Use the closing notation of ‘Yours sincerely’ in all letters
* Spell-check each document before printing
* Ensure that all documents are electronically saved in the appropriate folder
* Print all draft copies on recycled paper
* Return draft copies to writer for checking
* Edit the checked documents, save and print
* Return final draft to writer for checking and signing
* Ensure that longer reports are bound

## General Layout

|  |  |
| --- | --- |
| **Default font** | Cambria 11 pt Black – Left alignment |
| **Margins** | Top margin 2.2 cm, Bottom margin 2.4 cm, Left margin 2.8 cm, Right margin 1.8 cm |
| **Line Spacing** | Single |
| **Paragraph Spacing** | 0 pt before and 0 pt after spacing |
| **Bullets** | Square bullet, 11 pt, left aligned, indent 0 cm, hanging indent at 1 cm, 6 pt before and 6 pt after |
| **Numbering** | Arial 11 pt, left aligned, indent 0 cm, hanging indent at 1 cm, number style 1, 2,3…. |
| **Styles** | Heading 1 is Arial 18 pt |
| Heading 2 is Arial 16 pt |
| Heading 3 is Arial 14 pt (Small Caps) |
| **Logo** | External Correspondence |
| Internal Correspondence |
| **Date Format** | 11 March 2019 |
| **Colour Scheme** |  |
| **Header** | Logo right aligned |
| **Footer** | *Author* (left), *Page* *Number* (centre), *Filename* (right) – Arial 9 pt italics |
| **Table** | Header row of table:  - Background colour Green  - Cambria 14 pt, Black, Bold, Centred |
| Body of table:  - Cambria 11 pt Black |

## Business Letter Layout

|  |  |
| --- | --- |
| **Template** | Plan2go letterhead template |
| **Default font** | As per template |
| **Line Spacing** | As per template |
| **Paragraph Spacing** | As per template |
| **Page Layout** | Fully blocked, open punctuation |
| **Reference** | Include reference where required above the date |
| **Date** | As per template |
| **Bullets** | As per General Layout requirements |
| **Numbering** | As per General Layout requirements |
| **Signature Block** | [Insert signature]  **Your name**  *Job title*  Plan2go |
| **Footer** | As per General Layout requirements |

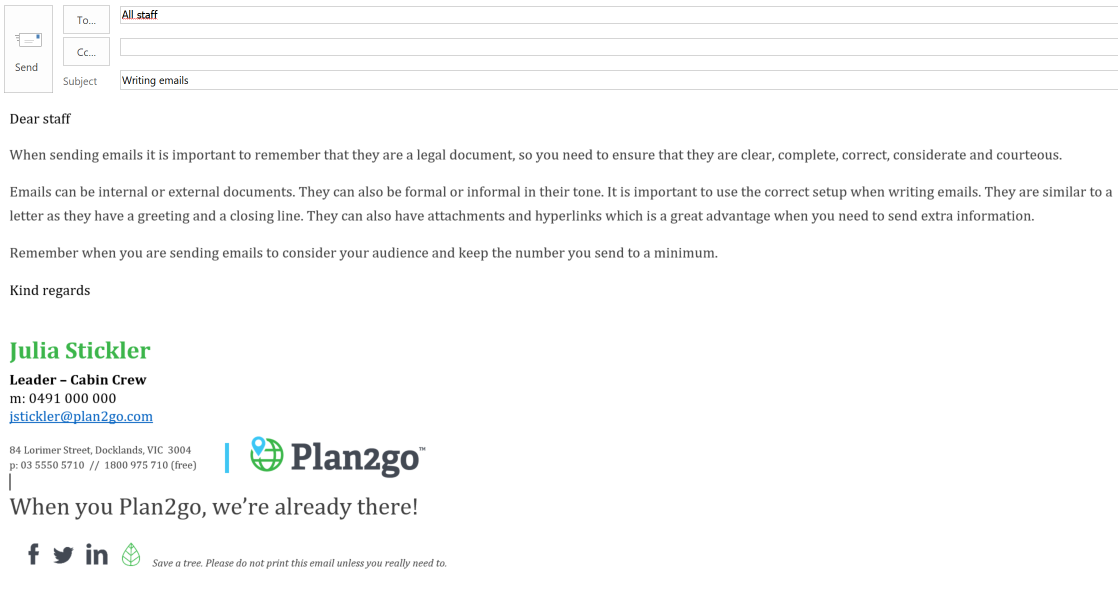
### sample business letter



## Email Layout

|  |  |
| --- | --- |
| **Subject Line** | Must be included on all emails. |
| **Default Font** | Cambria 11pt Black |
| **Signature Block** | Ellen Foster  **Captain in Charge**  M0491 ### ###  [ellen@plan2go.com](mailto:ellen@plan2go.com) |

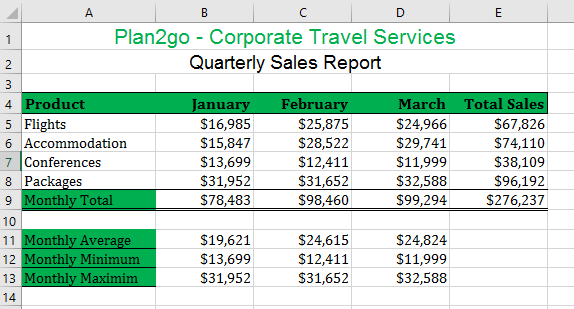
### Sample Email



## Spreadsheet Layout

|  |  |
| --- | --- |
| **Default Font** | Cambria 11 pt Black |
| **Styles** | Heading 1 is Arial 16 pt (Merge and centred) |
| Heading 2 is Arial 14 pt (Merge and centred) |
| Heading 3 is Arial 12 pt (Small Caps) (merge and centred) |
| **Margins** | 2 cm all margins |
| **Cell Alignment** | Text = Left alignment Number = Right alignment |
| **Column Headings and Labels** | - Background colour Green  - **Cambria 12 pt, Black, Bold**  - The column headings should be aligned over the text or numbers. |
| **Borders** | - Apply single line black border to column headings and labels  - Total rows must be formatted with Top and Double Bottom Border |
| **Chart Style** | 3D Column Chart OR 2D Pie Chart |
| **Calculations** | Calculations should always use functions and absolute cell references, where appropriate, to provide efficiency and flexibility. |
| **Cell Formatting** | All numerical data must be formatted to reflect the data type it represents (ie currency, number, date, percentage etc).  Do not use the accounting format on cells containing currency.  Format cells to 0 decimal places |
| **Chart Title** | Arial 12 pt |
| **Legend** | Arial 10 pt |
| **Axis Titles** | Arial 8 pt |
| **Header** | As per General Layout requirements |
| **Footer** | As per General Layout requirements |
| **Printing** | All spreadsheets must: fit to one page where appropriate, be centred vertically and horizontally |

### Sample Spreadsheet



## PowerPoint Presentation Layout

|  |  |
| --- | --- |
| **Default Font** | Cambria 22 pt Black |
| **Styles** | Main Heading Arial 48 pt |
| Sub Headings Arial 22 pt |
| **Schemes** | Facet Design Theme, |
| **Bullets** | As per Design Theme |
| **Transitions** | Fade (smoothly) |
| **Logo** | Inserted in the Slide Master in the bottom right-hand corner |
| **Chart Title** | Arial 14 pt |
| **Legend** | Arial 10 pt |
| **Axis Titles** | Arial 8 pt |
| **Footer** | Presentation name and date (long date format: 11 March 2019) |

### Sample Presentation Slide



## Promotional Material Layout

|  |  |
| --- | --- |
| **Default Font** | Cambria Black |
| **Styles** | Main Heading Arial 24 pt |
| Sub Headings Arial 22 pt |
| **Required information** | Plan2go’s full contact details must be included in all promotional material |
| **Alignment** | Documents should be vertically and horizontally centred where appropriate |
| **Logo** | Inserted in the Master Page in the header, left-aligned |
| **Footer** | As per General Layout requirements |