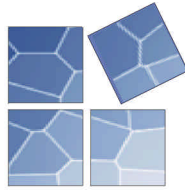


# STYLE GUIDE FOR COMPANY DOCUMENTATION



V a l l e y V i e w  
Publishing



# TABLE OF CONTENTS

**INTRODUCTION**

**ALPHABETICAL LISTING**

**TEMPLATES**

**Letter template**

**Fax template**

**Memo template**

**Report template**

**Invoice template**

**Quote template**

**Order template**

**Landscape template**

## INTRODUCTION

The ValleyView Style Guide is a guide for individuals and departments preparing documentation for internal and external purposes consistent with the ValleyView corporate style.

Note: This Style Guide does not apply to ValleyView's specialised publishing function.

Topics are listed in alphabetical order.

For more detailed guidance, refer to the *Macquarie Dictionary* and the *Style Manual for Authors, Editors and Printers*, 6th edn, 2002, John Wiley and Sons, Australia Ltd.

# ALPHABETICAL LISTING

## Acronyms and abbreviations

Use acronyms and abbreviations only where they will be likely to be understood by the reader. Otherwise, use the full term for the first reference, followed by the initials in brackets. Use full stops after abbreviations to indicate missing letters, for example, *no. 56*, but not after contractions, acronyms or initialisms, for example, *Mr, dept, ISBN, TAFE*.

## Ampersand

Use the word *and* in general written material. Do not use an ampersand in the names of departments or committees.

## Apostrophes

Use an apostrophe to indicate possession, for example, *the General Manager's office, the company's mission*.

An apostrophe is also used in a contraction, for example, *it's (it is), don't (do not), they're (they are)*.

An apostrophe is not used to indicate a plural.

## Borders, lines and outlines

Use black lines in diagrams only (see Figure 1). For all other borders, shadows, outlines and lines, use grey (no less than 25%) as in Figure 2.

## Bullets

Use the following bullets:

- first level, not indented, text indented at 0.63 cm.
  - second level, indented at 0.63 cm, text indented at 1.27 cm
  - third level, indented at 1.27 cm, text indented at 1.90 cm.

## Capitalisation

Capitalise position titles, for example, General Manager, Administrative Officer.

## Chairperson

Use the gender-neutral terms *chair or chairperson*, rather than the gender-specific term *chairman*.

## Citation

Use the author–date (Harvard) system. Refer to the *Style Manual*.



## Dash

Use a spaced en rule ( – ) for a dash.

## Dates

Use the following style: date month year, for example, 29 June 2003.

## Department names

Use capitals for the official names of ValleyView departments, for example, Human Resources and Finance Department.

## Document production

Documentation should be produced using MS Word 95 or higher. This will ensure portability of files and consistency of operation. Documents should be based on the attached ValleyView templates based on MS Word, which incorporate the ValleyView Publishing logos.

## File names

directory path	\department name\project name (for example, \accounts\budgets)
file name	\as above\document record number\8 character filename (for example, \accounts\budgets\1001\dec_2001)
extension	Do not include any extension (.doc, .dot, .xls). Allow the type of package used to determine this.

## Footers

Footers are used for all documents of more than one page and must contain the logo. Page numbers are right-aligned.

## Footnotes

Use footnotes in accordance with the *Style Guide*.

## Gender

Use gender-neutral language, for example, *chair* rather than *chairman*, *sales representative* rather than *salesman*. (See also **Inclusive language**.) It is acceptable to use *they*, *them* or *their* as singular pronouns if necessary.

## Headings

Follow a logical sequence and format that reflects relative importance. Use a capital for the first letter only and do not underline or use a full stop.

## Hyperlinks

Use two types of hyperlinks:



- MS Word hyperlinks link to cross-referenced items within a document.
- Internet hyperlinks to link to a website. Begin with <http://>. Ensure that Internet hyperlinks are accurate.

### Inclusive language

Use language which does not draw unnecessary attention to gender, disability or ethnicity. (See also **Gender**.)

### Indenting

Use full block style using the Normal style. Indent text that follows Heading 2 and Heading 3 styles (see Figure 2 - Table of Style Attributes for more information).

### Its and it's

Use *it's* only when you mean *it is*, for example, *it's arriving on Monday*.

### Logo

The ValleyView Publishing logo is a registered trademark. Neither the company name nor logo may be varied in any aspect, such as ratio, typeface or colour.

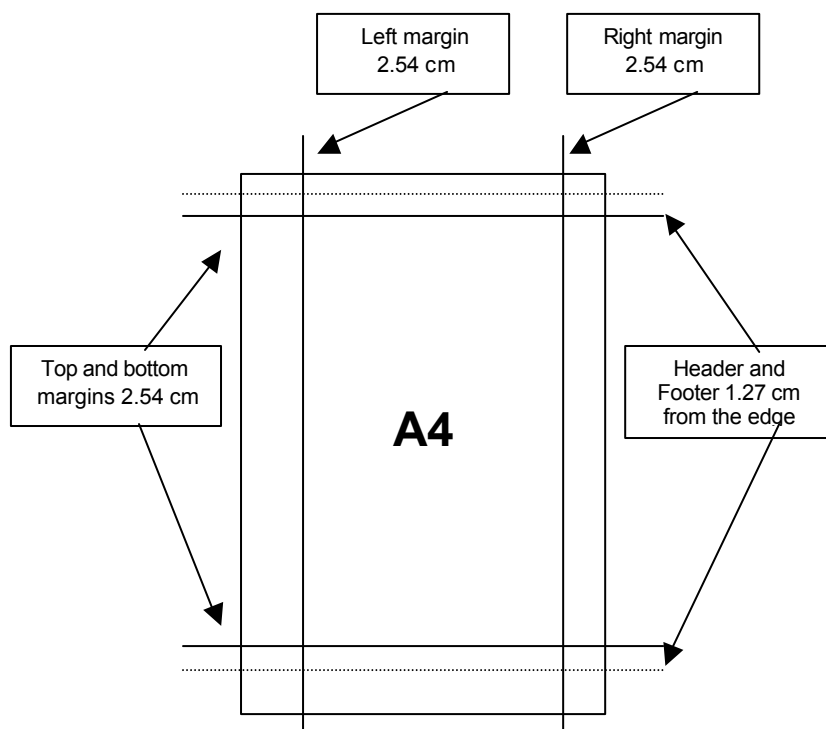
### Measurements

See the *Style Manual* or the *Macquarie Dictionary* for correct abbreviations.

### Page layout

Use A4 paper. Figure 1 shows the margin settings to use.

**FIGURE 1** Diagram of page margins



## Publications

Use italics for titles of books, journals, newspapers, films, videos and films.

## Record numbers

ValleyView uses a paper-based filing system, supported generally by an electronic database filing system. Both the paper-based and electronic system use a numerical classification system based on the ISBN numbers allocated for all publications.

ValleyView uses a subject filing system for its general organisational information.

## Spelling

Use Australian spelling, for example, colour, organisation, grey, coordinator, program. Refer to the *Macquarie Dictionary*. Check that MS Word is set to English (Australian).

## Styles (See Templates)

### Tables and graphics

### Templates

Word styles used for ValleyView Publishing documentation are shown in Figure 2 (page 4).

These styles are available in all ValleyView templates and can be copied to other MS Word documents by selecting the Format menu, Style option and Organise button.

**FIGURE 2** Table of Style Attributes

Style Name	Typeface	Size (pt)	Attributes	Used for:
Title 1	Arial	18	Bold, all caps, centred, 18 pt after paragraph	Cover pages, main headings
Heading 1	Arial	14	Bold, all caps, hanging indent 0.76 cm, 14 pt before and after paragraph, numbering	First level headings
Heading 2	Arial	11	Bold, 12 pt before and 6 pt after paragraph	Second level headings
Heading 3	Arial	11	Italics, 6 pt before and after paragraph	Third level headings
Footer	Arial	8	2 pt after paragraph, tab 15 cm	Footers
ParaText	Arial	11	Full block style, 9 pt after paragraph	Normal body text for most wordprocessing tasks, long bodies of text in reports, and submissions
RecordNo	Arial	8	24 pt before and 8 pt after paragraph	Records management number
Bullet1	Arial	11	Outline bulleted to three levels	Bulleted lists

Numbering1	Arial	11	Outline numbered to three levels	Numbered lists
Table Text	Arial	10	3 pt above and below paragraph	Tables
Figure	Arial	9	Bold, hanging indent 2.5 cm, 24 pt before and 18 pt after paragraph	Graphic, diagram and table captions
Diagram	Arial	8	Centred	Text boxes

**Text and layout (See Indenting, Bullets, Templates, Footnotes, Page layout)**

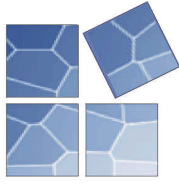
**Time**

Use the following styles: 11 am, 12.30 pm.

**Writing style**

Use a friendly, clear style. Use language that is unambiguous, inclusive and non-discriminatory.





V a l l e y V i e w  
P u b l i s h i n g

ABN 22 784 493 641  
12 Mountain Drive  
Jade Valley, Victoria 3999  
Phone (03) 9123 4567  
Fax (03) 9123 7654  
<http://www.valleyview.com.au>

[Records reference]

[Insert 2 empty lines]

24 August 2000

[Insert 4 empty lines]

Individual's Name  
Company's Name  
Company's Address 1  
Address Line 2

[Insert 3 empty lines]

Dear

Text in 'Normal' Style.

Last line of text

Yours sincerely

[leave 4 empty lines for signature]

Author's name  
Author's title





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12 Mountain Drive  
Jade Valley, Victoria 3999  
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Fax (03) 9123 7654  
<http://www.valleyview.com.au>

## FAX

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To

---

Copy

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From

---

Date

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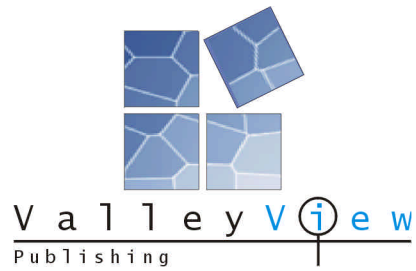
Subject

---

Number of pages  
(including cover sheet)

---

**[INSERT REPORT TITLE]**



[Author's Name]  
[Author's Title]  
[Date]



## TABLE OF CONTENTS

[INSERT THE AUTOMATIC TABLE OF CONTENTS GENERATED BY WORD - HERE]



## **1. INTRODUCTION [Heading 1 style]**

The style 'ParaText' should be used for most wordprocessing tasks, long bodies of text in reports, submissions and so on. This style incorporates a serif typeface which is easier to read over long passages.

### **Second level heading [Heading 2 style]**

Text under second level headings will be fully blocked. Bulleted and numbered lists will be indented as in the style guide.

#### *Third level heading [Heading 3 Style]*

Text under second level headings will be fully blocked. Bulleted and numbered lists will be indented as in the style guide.



















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