

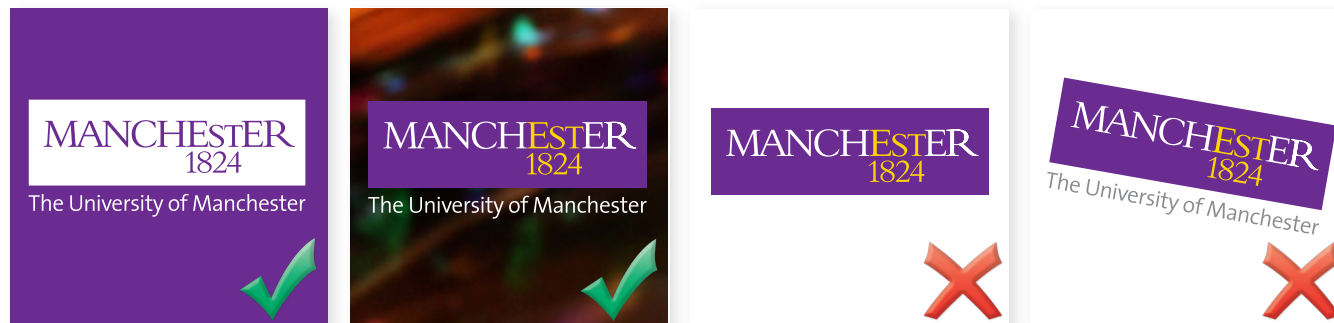
IT Services writing and visual guidelines "cheat sheet"

Here's a summary of items in the University's Tone of Voice and House Style guidelines which are the most noteworthy and relevant to IT Services.

See www.brand.manchester.ac.uk for details, or email it.marketing@manchester.ac.uk if you have any questions specific to IT Services.



The University logo can be used in black, white or the standard colours as shown, but shouldn't be stretched, cropped or rotated. The older 'L shape logo' is now only used for buildings or signage; use the rectangular 'Tab logo' for everything else.



It is strongly advised to eliminate verbose, convoluted and otherwise excessive terminology in the event that alternative methods of written communication have more appropriate clarity for the target audience. (keep your words direct and to the point)



Know your audience; ensure they can understand what you're saying

If using an acronym, write the expanded version out first.
(IUAAWTEVOF)
No full stops needed.



When announcing work being undertaken which will benefit the University...

Explain all the positives.

Don't just announce downtime; explain how this will benefit work, study or research

for the staff and students