

Ashford Borough Council Terms Guide for Words and Phrases

Fonts and layout

Arial should be used for all content and left justified. Text should be black in colour.

Council Specific Terms

The term, '**the Council**', should only be used when referring to the elected Council (Capital C). We are Ashford Borough Council and we should only be referred to as **Ashford Borough Council** or '**we**' or the council.

Ashford Borough Council and all associated organisations must be referred to by their full name - Ashford Borough Council not ABC and not The Ashford Borough Council.

When referring to the borough, a lower case 'b' should be used, unless it is present in a name.

Correct	Incorrect
The Council's Executive	The Executive
e-Government	eGovernment
MyAshford	My Ashford
Ashford's Future	Ashford Futures

Do Not Use

ABC

This is an internal acronym and should not be used on the website

Councillors

If you are writing about an individual councillor by name, you must use Cllr.

Generic Terms

All sentences must end in a full stop.

Conjoined words

Words should not be conjoined. It makes the tones of the text too familiar. It is also easy to misplace, or even miss out an apostrophe which then confuses the meaning of the word.

Correct	Incorrect
email	E-mail or Email
online	on-line
website	web site
Internet	internet
Intranet	intranet

Do not use

Etc

Finish your sentences in full, giving clear examples. Do not let your sentences trail off. If you have to use eg or ie ensure there are no dots.

Do not use **BLOCK CAPITALS** – people see them as shouting and they are harder to read for some people.

Do not use Italics on the website

Dates, Times and Numbers

- The numbers one to nine should be written in word form.
- Any number over nine should be written in numbers.
- **Always give the date in full**
Thursday 16 June 2006
- **Do not use 24hour clock!**
5pm not 1700 hours.
- **am and pm**
no dots or capitals

Do not use ampersands (&) in the body of text, use the word 'and' instead. Ampersands can be used in headings and titles.

Correct Marketing & Communications
Incorrect Pay your Council Tax & housing rent at the Civic Centre.

Bullet Points

Always start the sentence with a lower case letter. Do not end bullet points with full stops or any other punctuation.