Make Mothers Matter Style Guide

Make Mothers Matter's (MMM) Style Guide has two main objectives:

● To streamline working practices across MMM—the closer any piece of text written by any of us is to the Style Guide, the cleaner, simpler and more seamless the process will be from author to publication
● To ensure that MMM presents itself to the outside world as a professional, rigorous and intelligent organisation. Any piece of text produced by any of us needs to support MMM's growing reputation; it is therefore crucial that grammar, punctuation and spelling are correct and consistent across all types of text—print or digital, article or report, internal or external communication.

If you have a specific query that is not covered by this Style Guide, please contact Shahnaz Pakravan: shahnaz@makemothersmatter.org.

1.   General Style Guide principles at Make Mothers Matter

● MMM does not over-punctuate—we avoid excessive use of capitalisation, hyphenation, commas, etc.
● MMM's tone of voice is formal—no contractions (e.g. don't, can't, shouldn't, etc.) unless in quoted speech
● Please avoid:
    ● Redundancies (e.g. "each and every", "collaborate together", "difficult dilemma", "end result", "protest against", etc.)
    ● Colloquial language including incomplete sentences (e.g. "A lot.")
    ● Run-on sentences and long, one-sentence paragraphs.
● MMM uses Calibri 11 pt as its font for written communication—please ensure that this font is used consistently
● Ensure only single spaces are used between words, and between punctuation and subsequent words—not double spaces
● Please also ensure that MMM's colours are used correctly and consistently—in particular MMM's red. See Appendix A: Design Guidelines
● Page numbers—no page number on the first page of a document; page numbers start at page 2
● Bullet points—MMM uses •
● No punctuation at the end of bullet points except after the final point in a set—uppercase should be used at the start of bullet points
● Abbreviations—MMM uses a full stop after abbreviations (e.g., i.e., c., Dr., Prof., etc.)
● For MMM's commonly used acronyms, see: https://docs.google.com/spreadsheets/d/1KPCeSRNpppr5UOi1gI90VhC2u5i0JyJuZcndYtSHefU/edit?usp=sharing.

2.   Punctuation and emphasis

● Use single quote marks for emphasis (e.g. 'xxx')—**bold** can also be used for emphasis, but should be used sparingly. Avoid using <u>underlined</u> text for emphasis
● Use double quote marks for quotations (e.g. "xxx"). The full stop should be placed inside the quotation marks if the quotation is a complete sentence. When the quotation is only part of a sentence, the full stop—or comma—sits outside the quotation marks
● No spaces around / (e.g. MMM/MMM not MMM / MMM)

- Acronyms should appear in parentheses after first use in full (e.g. Make Mothers Matter (MMM)), then MMM
- Use 'and' in body text and '&' in titles, charts, tables, acronyms, etc.
- Use lowercase after a colon unless what follows is an established phrase or sits within quotation marks
- Use ';' to join two independent clauses, or to separate two clauses joined by a conjunction, or to separate items in a list that already uses commas
- Use *italics* for references only (e.g. for publications and conference names, etc.)—see Appendix B: Reference styles
- Use the em-dash (—) in body text to connect two linked pieces of text, with no spaces between the words and the em-dash (e.g. She graduated from university—with honours—with a degree in…)
- Use the en-dash (–) to connect dates, numbers and figures (e.g. 1939–1945).

3.   Spelling

- Use UK English spelling. Quotes from a US English-speaker remain in US English.
- If in doubt, please refer to www.scribbr.co.uk for UK English spelling.

4.   Styling

4.1   Styling of titles, sub-titles, etc.

- Main titles should be in title case, **bold** and left justified (in title case, conjunctions are lower case, e.g. to, the, and, so, etc.)
- Sub-titles and sub-headings should be in sentence case and plain text
- For use of MMM's colours, please refer to Appendix A: Design Guidelines.

4.2   Text layout

- Text is left justified, not right justified or double justified
- One line break should be used between titles, sub-titles, etc., as well as between paragraphs and sets of bullet points
- See Appendix A: Design Guidelines for Typical A4 letter margins for one-page documents, and Typical A4 letter margins for extended documents.

4.3   Numbers

- Cardinal numbers: spell out zero–nine; use numerals for 10 and above
- Ordinal numbers: spell out up to and including 'ninth' (e.g. first kiss, 11th hour)
- Centuries: spell out for numbers nine and lower (e.g. fifth century); use figures for 10 or higher (e.g. 21st century/21st-century)
- Dates/years/decades: 1 March 2019; Class of '99; the 1940s; 70s/1970s
- Times: use figures for time of day except for noon and midnight: 1pm, 10:30am, 5 o'clock, 8 hours, 30 minutes, 20 seconds
- Percent should be spelt as one word in text, with % used in tables, captions, etc. (e.g. 10%).

4.4   References

- MMM uses Calibri 10 pt for references and notes. See Appendix B: Reference styles.

Appendix A: Design Guidelines

Typical A4 letter margins for one-page documents:

- MMM logo 17.5mm x 42.5mm in top left of page, with logo's bottom baseline 40mm from top of page and logo's left margin 30mm from left of page
- Top margin to first line of text 60mm from top of page
- Left and right margins 25mm from left and right of page
- Bottom margin 30mm from bottom of page.

Typical A4 letter margins for extended documents (page 2 and onwards):

- Top margin to first line of text 40mm from top of page
- Left and right margins 25mm from left and right of page
- Bottom margin 30mm from bottom of page

Hexa codes guidance for MMM's colours:

- Red: #CE0A38 (the colour of MMM's logo)
- Dark blue: #275177
- Orange: #FD9758
- + the blue used for links on our website: #337ab7.

Appendix B: Reference styles

- Blog: Surname, Initial. (Year that the site was published/last updated) 'Title of message', *Title of internet site*, Day/month of posted message. Available at: URL (Accessed: date)—e.g. Robinson, N. (2014) "Cameron Direct", *Nick Robinson's newslog*, 4 June. Available at: makemothersmatter.org (Accessed: 11 March 2024).
- Book: Surname of author(s), initial(s). (Year) *Title*. Edition (if not first edition). Place of publication: publisher—e.g. Taylor, S. (2013) *What is discourse analysis?* London: Bloomsbury Academic.
- Journal article: Surname of author(s), initial(s). (Year) Title of article, *Journal title*, volume of journal (issue number of journal), page number/s of article (as p. 1/pp. 1–20.)—e.g. Clouse, A. (2008) "Narratives of value and the Antiques Roadshow: a game of recognitions", *The Journal of Popular Culture*, 41(1), pp. 3–20.
- Newspaper article: Surname of author(s), initial(s). (Year) "Title of article", *Newspaper title*, date, page number(s)—e.g. Mansell, W. and Bloom, A. (2018) "£10,000 carrot to tempt physics experts", *The Guardian*, 20 June, p. 5.
- Webpage: present the website address without the prefix 'http://www.', unless required for the link to function—e.g. makemothersmatter.org (Accessed 11 March 2024) rather than https://makemothersmatter.org/poles-of-action/mothers-and-health/ (Accessed: 11 March 2024).
- Material sourced from a webpage presented as: Available at: makemothersmatter.org (Accessed: 11 March 2024).