

Writing Style Guide

Large and complex organizations such as Tikur Anbessa face significant challenges in communicating in a coherent and recognizable style. This is due to the multiplicity of points from which material is developed and published.

This document provides a guide to issues of language, style and spelling which will help to ensure greater consistency in our approach to these issues.

It is unlikely to be comprehensive or to cover all possible issues and colleagues are invited to suggest other areas or circumstances in which guidance would be helpful.

Abbreviations

- It is not necessary to use full stops in or after abbreviations where there is no likelihood of confusion: AAU, PLC, ETB, etc.
- The first time that an abbreviation is used, it should be written out in full and followed by the abbreviation. The abbreviation alone can then be used in sentences that follow. For example: “*We’re working closely with the Ministry of Science and Technology (MoST) on importing and retailing new medical products.*”

Writing copy

- The web is written with lower case. Other common technical terms are styled as follows: CD-Rom, E-mail, voice-mail, hi-tech, hi-res, 3D, voiceover, website, dot com. This doesn’t apply when they appear in a sentence as the first word.
- However E4 brands such as E-stings and E-speak should be written with an upper case ‘E’.

Numbers

- In general one to ten are to be written out: one, two, three, four, five, six, seven, eight, nine, ten.
- Number 11 onwards should be written in figures: “*We have 12 assistant specialist doctors.*”
- All numbers at the beginning of sentences should be written out: *Two million*
- Weights, times, measures and dates should be started numerically.

