People Matters Style Guide - 2024

Please follow these guidelines to keep your article in line with our style.

Tone: Professional, formal

Headers:

Headline-style: Following the Lead - **X**

Sentence style: Following the lead - √ (Keep concise, max 2 lines)

Body:

- Numbers: Spell out 1-9, use numerals for 10 and above, no sentence start with a numeral
- Symbol: Use 'and,' not '&'. Mn, Bn, etc.
- Abbreviation: ASEAN, not Asean
- Author bio: Keep it concise
- Bullet points: No period at the end
- Active voice: Avoid passive voice

Spelling (British Style):

- Words ending in '-ize' become '-ise'
- Most '-or' words become '-our'
- Swap 'e' and 'r', e.g., 'center' becomes 'centre'
- Use 'ae' or 'oe' in British English, 'e' in American
- Use '-m' for British, '-n' for American
- Treat brands and collective nouns as plurals in British English
- British English may use '-t' in past tense verbs ending in 'l,' 'm,' or 'n'
- Double 'L' in British, single in American for certain suffixes.

Dates:

- British format: DD/MM/YY
- Spell out Jan., Feb., Aug., Sept., Oct., Nov., Dec.

Collective Nouns:

- British: Use plural verb forms for collective nouns

- American: Use singular verb form

Punctuation, Quotation, and Titles:

- British: Single quotes for initial quotations, double for inner
- Commas and periods outside British quotes unless part of the quotation
- Dr, Mr, Mrs, and Ms take periods in American, omitted in British

Miscellaneous:

- Use colons for time (12:00), not periods
- No space before/after slash (/)
- Dashes: Em dash (—) for interjections, en dash (–) with spaces, hyphen (-) for compound words

Let's create the most impactful content!

people
matters