Style guide

Prepared by Storytelling PR, 2021

This style guide is designed to help us all to create clear, consistent Storytelling PR communication materials, but it is also designed to be flexible.

This is a guide, not a rule book. It should never come before creativity in expressing who we (all of us) are and what we (all of us) do.

Contents

Writing

	Storytelling PR	<u>Not</u> Storytelling PR style
Ampersands	Abbott & Costello Tony Abbot and Emma Costello	Abbott and Costello *The ampersand makes it clearly the name of a comedy duo and thus a proper noun, as opposed to two words with an "and" in between. We <u>do not</u> use ampersands when simply listing two words (eg: students & teachers).*

Capitals	Dundee Quiet Riot Reuben Kaye Facing Racism Workshop	Delicious Cake *We only capitalise proper nouns, we do not Capitalise Words for Emphasis.* *The titles of companies, artists and key events are capitalised. We do not capitalise our industry: the arts.*
All Caps	MANIPULATE Festival 2021 Launch	MANIPULATE FESTIVAL 2021 LAUNCH *For accessibility reasons, we <u>do not</u> use all caps for headings in media releases, reports and presentations unless the all-caps is a branding choice for the company (eg: MANIPULATE).*
Compass directions	Lower case, no hyphens or spaces: north, east, southeast, northwest etc.	*Not: North, North West south-east SouthWest North-East*
Date format	Tuesday 7 July 2017	Tuesday the 7th of July 2017; Tuesday July 7 2017; Tuesday, 7 July 2017.
File names internal	170711 Style guide.docx	Style guide.docx *All file names must be dated*
File names external	MANIPULATE-Festival-2021-media-release.pdf You-Otter-Know-press-release.docx	Media-release-final.docx *Prefix with company or artist name when sharing documents externally.*
Non-discriminatory language	Use gender neutral terms. For example: 'one-person show,' 'chair,' 'everyone.' Always check people's pronouns if they haven't already been explicitly stated and feel free to include your own pronouns in your email signature if you feel comfortable.	*One-man show, chairman, guys*
Links	For emails and on the website, links are <u>embedded</u> into text. Always embed the link on relevant key words.	Do not embed a link in the style of a button with a note to <u>click here</u>. This is bad for our SEO. If you want to write out a URL, clean it up by removing unnecessary dashes and the 'https,' e.g: <u>www.rav.net.au</u> *Use CTRL-K to insert a link to a document or a URL*

Lists	If a list is part of a sentence, items should not be capitalised and should be separated by semicolons. For example:
	
	The cake includes:
		The cake includes:
		  1. *Chocolate*
		  2. *Cream*
		  3. *Lots of sugar*

	1. chocolate; 2. cream; and 3. lots of sugar.	
Numbers	1-9: in words (eg: one, two, three…) 10 onwards: in figures (eg: 10,11, 12…) Figures should also be used when they accompany a symbol or a unit of measurement (eg: £4.00, 10.30am)	1,2,3 Ten, Eleven, Twelve
Ordinals	1st, 2nd and 3rd	1st, 2nd and 3rd Superscript can look messy.
Punctuation	Punctuation should be left simple and clean. Exclamation marks should never be used in formal documents. We use spaced 'en' dashes to expand upon or sum up statements (–) not 'em,' single or double dashes (-/--).	The regional touring fund is available to artists living and working in regional Scotland - fantastic!!!
Spelling	We use standard British spelling. Organisation Programme	Organization Program
Tables	When you need to create a table in a word document, hyperlink to a table in excel.	Avoid using native word tables - they are difficult for screen readers to interpret
Templates	Templates for Media Releases, Media Alerts and planning documents are saved [here]().	
Titles	Italicise the titles of whole things (eg: *Sex Education* or *Hot Brown Honey*) and use quotation marks for the individual elements of that thing (eg: 'Act 1' or 'Chapter 1')	*Chapter 1*
Typeface	Set Calibri 11pt as your default font for documents.	Any smaller than 11pt or any fonts that are not Sans Serif are difficult to read.
Quote marks	We use double quotation marks for speech and quoted material (eg: "Storytelling PR is great," said Miriam) and single quotation marks for phrases and quotes within quotes.	"Storytelling PR is "great"" said Miriam.
Email signatures	**Eleanor Bally (she/her)** Storytelling PR - Summerhall, Edinburgh p: [insert phone number] e: [insert email address]	

| w: storytellingpr.com | |

* Further details for all of the above are available in the BBC News style guide:
www.bbc.co.uk/newsstyleguide/

Company Description

Extended description

Storytelling PR LTD is an Edinburgh based PR company working with arts and culture across the UK. We are a small, collaborative team of highly experienced PR and Marketing professionals, set apart by our fierce ethics - supporting and championing minoritised artists and working across all projects with a strong, ever evolving feminist gaze.

With a portfolio including Pussy Riot, Hot Brown Honey, Theatre Gu Leòr and Feral, Storytelling PR specialises in publicity, consultancy and advocacy for live performance and activism. We run the year-round Summerhall press team and deliver campaigns for festival runs, UK touring theatre, digital and experimental work, visual arts and venue communications. We know Scotland's arts scene – including the Edinburgh Festival Fringe – inside-out.

Elevator pitch

PR for culture, performance and activism – let's tell your story.

Tone of voice

Storytelling is smart, inclusive and relevant. We are fierce advocates for our artists and companies. We are kind and thoughtful, but we don't shy away from conflict. See ALOK's Instagram as a wonderful model.

Our artists and companies are strong, creative and revolutionary. They don't need saviours, they need supporters – we seek to build an environment that realises their vision rather than delivering on ours.

We don't use jargon. We strive to make complex topics, from government policy to performance art, clear and comprehensible without compromising their essence. This applies to all of our communications channels, from press releases to public presentations to tweets.

Accessibility

Storytelling PR is committed to accessibility for artists and audiences of all abilities, so all of our communications material should be as accessible as possible.

Layout and format of documents
- Format documents, website and social copy with screen readers in mind:
  - Font colour – ensure that your documents have a high contrast, eg: dark blue text with a cream background is ideal, but black on white is fine too. If you're unsure, you can use this nifty contrast checker.
  - Avoid background graphics behind text.
  - Do not use colour to convey meaning.
  - Be aware that bold, italics and underline aren't always registered.

- o Use the 'headings' function on word documents and web.
- o Embed tables from excel, rather than Word native tables.
- o Ensure all PDFs are [accessible](#) – old-fashioned PDFs are difficult for screen readers.
- o Include alt text for all images. There are some [great tips for writing alt-text here](#).
- o For Instagram, Twitter and Facebook, include image descriptions following your copy.
- Minimum font size of 11pt.
- For print marketing documents (eg: flyers or programs), ensure there is a plain text version available for download.

Clear writing

- Write in simple, active sentences, for example: *"MANIPULATE Digital Festival will provide festival fans and new audiences the opportunity to enjoy the line-up from the comfort of their own homes from the 29 January – 7 February 2021."*
- Avoid the use of passive or complex sentences, multiple clauses, jargon and unnecessarily complex words, for example: *"Festival fans, as well as new audiences will have the opportunity, during MANIPULATE Festival, to enjoy the array of works, from the comfort of their own homes from 29 January to 7 February 2021."*

Videos

- All videos we create, both for ourselves and any of our artists, must be captioned.
- Strive for short and clearly audible videos.

High importance documents

When creating a high importance document (eg: a call for Expressions of Interest, or a job application document), think about whether this document can also be produced as an BSL video or as an audio file.

Visual brand

Storytelling PR logos can be [found here](#).