



CH employer events style guide

Event title

- Use sentence case and only capitalise the first letter of an event except for specific or unique individuals, organisations, places and roles.
- Use colons instead of hyphens and ensure the first letter of a word following a colon, unless a proper noun, is in lowercase.

Example

Skills seminar: Innosight management consultancy case study

China careers programme: making the most of your time studying in the UK

On-campus promotion: Newton Europe

Discover ID: how to get into international development

Presentation: Cornerstone Research

Coffee morning: women in banking

Banking and financial services fair

Event summary/details

- Use sentence case, write in second person and with British spelling. Write in third person when referring to you or your organisation.
- The text introducing a list of bullet points should end with a colon.
- If each point is not a complete sentence put the first letter in lower case and a full stop at the end of the final point.

Example

This event will be particularly useful if you:

- *are a master's or PhD student and intend to apply for an internship this year*
- *want to understand how to match your skills and experience to a particular internship*
- *would like some tips on tailoring your CV and cover letter.*

Other principles and terminology

- When referring to LSE, write School with the first letter capitalised.
- We are LSE not the LSE.
The London School of Economics and Political Science not London School of Economics/the London School of Economics and Political Science.
- Academic year 2018/19 not 2018-19.
- Use master's (lower case, for singular and plural), not Master's/Masters/masters.
- Date written in this format: Monday 2 September 2019.
- Write time like this: 8.30pm. Not 24 hour clock.
- Write ranges with a 'to', for example, Monday to Friday, 100 to 200, not 100 – 200. However, a hyphen should be used in a heading when describing a range, for example: Wednesday 13 November, 6.30-8pm.
- Keep paragraphs short, generally a maximum of 4 to 5 lines.
- Write one, two, three, four, five, six, seven, eight and nine in words; write numbers 10+ as digits.