

HOUSE STYLE & TYPOGRAPHIC PREFERENCES

The purpose of this form is to ensure complete consistency of typographic styles within your publication.

To help establish your preferences please tick **ONE BOX ONLY** in each category, if "Other" is chosen, please specify.

PLEASE PROVIDE A CONTACT NAME AND SIGNATURE IN THE SPACE PROVIDED AT THE END OF THIS FORM TO APPROVE THE PREFERENCES YOU HAVE ESTABLISHED.

DATE AND TIME

<input type="checkbox"/> 31 March 2010	<input type="checkbox"/> 31st March 2010	<input type="checkbox"/> 31st March, 2010	<input type="checkbox"/> Other
<input type="checkbox"/> 2010–2011	<input type="checkbox"/> 2010/2011	<input type="checkbox"/> 2010/11	<input type="checkbox"/> Other
<input type="checkbox"/> 1990s	<input type="checkbox"/> 1990's	<input type="checkbox"/> 90's	<input type="checkbox"/> Other
<input type="checkbox"/> 11.00am	<input type="checkbox"/> 11.00 am	<input type="checkbox"/> 11.00 a.m.	<input type="checkbox"/> Other

ABBREVIATIONS

<input type="checkbox"/> Mr A N Other	<input type="checkbox"/> Mr. A. N. Other	<input type="checkbox"/> Mr A.N. Other	<input type="checkbox"/> Other
<input type="checkbox"/> USA UK eg ie	<input type="checkbox"/> U.S.A. U.K. e.g. i.e.		<input type="checkbox"/> Other

INITIAL CAPS, FULL POINTS

<input type="checkbox"/> Annual General Meeting	<input type="checkbox"/> annual general meeting	<input type="checkbox"/> Other
<input type="checkbox"/> Audit Committee	<input type="checkbox"/> audit committee	<input type="checkbox"/> Other
<input type="checkbox"/> Board	<input type="checkbox"/> board	<input type="checkbox"/> Other
<input type="checkbox"/> Chairman	<input type="checkbox"/> chairman	<input type="checkbox"/> Other
<input type="checkbox"/> Chief Executive	<input type="checkbox"/> chief executive	<input type="checkbox"/> Other
<input type="checkbox"/> Company	<input type="checkbox"/> company	<input type="checkbox"/> Other
<input type="checkbox"/> Director	<input type="checkbox"/> director	<input type="checkbox"/> Other
<input type="checkbox"/> Group	<input type="checkbox"/> group	<input type="checkbox"/> Other
<input type="checkbox"/> Managing Director	<input type="checkbox"/> managing director	<input type="checkbox"/> Other
<input type="checkbox"/> Non-Executive Director	<input type="checkbox"/> non-executive director	<input type="checkbox"/> Other
<input type="checkbox"/> Note 9	<input type="checkbox"/> note 9	<input type="checkbox"/> Other
<input type="checkbox"/> Ordinary Shares	<input type="checkbox"/> ordinary shares	<input type="checkbox"/> Other
<input type="checkbox"/> Remuneration Committee	<input type="checkbox"/> remuneration committee	<input type="checkbox"/> Other
<input type="checkbox"/> Shareholder	<input type="checkbox"/> shareholder	<input type="checkbox"/> Other
<input type="checkbox"/> Initial caps for company-specific terms, lower case for general terms		

REGISTERED COMPANY TITLE

<input type="checkbox"/> PLC	<input type="checkbox"/> Plc	<input type="checkbox"/> plc	<input type="checkbox"/> Other
<input type="checkbox"/> P.L.C.	<input type="checkbox"/> Pl.c.	<input type="checkbox"/> p.l.c.	<input type="checkbox"/> Other

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AMOUNTS

<input type="checkbox"/> £000	<input type="checkbox"/> £'000	<input type="checkbox"/> £000s	<input type="checkbox"/> Other
<input type="checkbox"/> (2005: £1,234,567)	<input type="checkbox"/> (2005 – £1,234,567)	<input type="checkbox"/> (2005 £1,234,567)	<input type="checkbox"/> Other
<input type="checkbox"/> £nil	<input type="checkbox"/> £ nil	<input type="checkbox"/> £ Nil	<input type="checkbox"/> Other
<input type="checkbox"/> p	<input type="checkbox"/> p.	<input type="checkbox"/> pence	<input type="checkbox"/> Other
<input type="checkbox"/> m	<input type="checkbox"/> m.	<input type="checkbox"/> million	<input type="checkbox"/> Other
<input type="checkbox"/> bn	<input type="checkbox"/> bn.	<input type="checkbox"/> billion	<input type="checkbox"/> Other
<input type="checkbox"/> %	<input type="checkbox"/> per cent	<input type="checkbox"/> per cent.	<input type="checkbox"/> Other
<input type="checkbox"/> 00 sq ft	<input type="checkbox"/> 00 sq. ft.	<input type="checkbox"/> square feet	<input type="checkbox"/> Other

PARENTHETICAL BREAKS / DASHES

<input type="checkbox"/> Em dash—without space	<input type="checkbox"/> En dash – with space	<input type="checkbox"/> En dash—without space	<input type="checkbox"/> Other
<input type="checkbox"/> 12-15	<input type="checkbox"/> 12–15	<input type="checkbox"/> 12 – 15	<input type="checkbox"/> Other

FIGURES IN TEXT

<input type="checkbox"/> 1234567890	<input type="checkbox"/> spell below 10	<input type="checkbox"/> spell below 20	<input type="checkbox"/> Other
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NAMES OF SHIPS, BOOK TITLES, FILM TITLES, SONG TITLES, ETC.

<input type="checkbox"/> <i>Queen Mary</i>	<input type="checkbox"/> 'Queen Mary'	<input type="checkbox"/> "Queen Mary"	<input type="checkbox"/> Queen Mary
<input type="checkbox"/> <i>Sharpe's Company</i>	<input type="checkbox"/> 'Sharpe's Company'	<input type="checkbox"/> "Sharpe's Company"	<input type="checkbox"/> Sharpe's Company
<input type="checkbox"/> <i>A Few Good Men</i>	<input type="checkbox"/> 'A Few Good Men'	<input type="checkbox"/> "A Few Good Men"	<input type="checkbox"/> A Few Good Men
<input type="checkbox"/> <i>Zadoc The Priest</i>	<input type="checkbox"/> 'Zadoc The Priest'	<input type="checkbox"/> "Zadoc The Priest"	<input type="checkbox"/> Zadoc The Priest

LATIN PHRASES

<input type="checkbox"/> <i>inter alia</i>	<input type="checkbox"/> inter alia	<input type="checkbox"/> Other
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BRAND NAMES

<input type="checkbox"/> Jaguar	<input type="checkbox"/> <i>Jaguar</i>	<input type="checkbox"/> 'Jaguar'	<input type="checkbox"/> Other
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QUOTES

<input type="checkbox"/> "double" ('single' within double)
<input type="checkbox"/> 'single' ("double" within double)

FOOTNOTE REFERENCES (usual preferred order)

- * asterisk
- † dagger
- ‡ double dagger
- § section mark
- ¶ paragraph mark

ADDITIONAL DETAILS

Contact name:	Signature	Date
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