

## The Cheese Grater Style Guide



*The Cheese Grater's* reputation rests on its high standards and ability to get things right, and that includes spelling and punctuation. If you aren't already totally anal about SPAG (spelling, punctuation and grammar), then prepare to become so, and throw out all your old preconceptions and assumptions about what is and isn't right. This is the style guide to follow. If you disagree, tough. Follow it anyway.

Rules with an \* may sometimes be ignored for artistic effect in a non-factual piece.

The examples in this guide are not necessarily factually correct.

*Cap up* = use capital letter(s); *cap down* = don't; *standfirst* = line between headline and body text

Acronyms	Always spell out the abbreviation in the first instance. Thus: "Symon Hill, of the Campaign Against the Arms Trade, said..." then: "The CAAT is trying...". <b>Never</b> use an abbreviation if the term only appears once, unless obvious (ULU, NUS, LGBT Society, and indeed UCL, but not IDF – Israeli Defence Force – or PETA – People for the Ethical Treatment of Animals). <b>Do not</b> add the abbreviated form after the full form, e.g. "Cats Protection League (CPL)".
Academic titles	Abbreviate: Prof, Dr ( <b>no full stops</b> ). Use every time. For specific job titles (e.g. Provost), see below.
Among, amid etc.	Amidst, not amongst. While not whilst.
Apostrophes	This is too long a subject to be done justice here – if you are remotely unsure about them then you <b>must</b> consult a reference text. Apostrophes are important. Be careful. <ul style="list-style-type: none"><li>• Number ranges thus: 1980s, temperature in the 30s. <b>Never</b> 1980's or 30's.</li><li>• Its (possessive), it's (contraction of "it is"). Thus: "The beauty of UCL is its range of courses", "Tell me if it's going to happen".</li><li>• Possessive apostrophe: do not add an <b>s</b> if a word contains an <b>s</b> at end. Thus: "Stefan Read's car" but "Philip Morris' lawsuit". Make sure you don't insert apostrophe before an <b>s</b> in plural words. Thus: "my sister's hat" = the hat of my sister; "my sisters' hat" = the hat of my sisters.</li></ul>
Campaigns and that). Initiatives	Capital letters if <b>exact official name</b> : 'Keep Wednesdays Free campaign' (if it's still called Note that 'Governance Review' etc. can be lower case if referring to governance reviews in general, e.g. "This is a bad governance review [compared to other ones]").
Clubs/societies	<i>Cap up</i> , e.g. Debating Society, Boat Club. But not Union job titles (see below).
Cheese Grater, The	<ul style="list-style-type: none"><li>• Always <i>The Cheese Grater</i>. Do not omit the <i>The</i>. Always in <i>italics</i>, except in headlines/standfirsts.</li><li>• The only exception to the <i>The</i> rule is if the magazine's name appears at the beginning of a headline or standfirst, e.g. "Cheese Grater Mildly Berated By Provost".</li><li>• References to previous issues written thus: "(see <i>CG</i> XX)". Italicise <i>CG</i> but not the number. Alternatively, "(see <i>CG passim</i>)" – see Latin below.</li></ul>
Collective nouns	<b>Usually singular</b> : The Government is, The League Against Cruel Sports is, rather than 'are'. However, police and football clubs take the plural: "police are hunting a man..."
College	<i>Cap up</i> when referring to UCL. See also: University.
Colons	Use when introducing quotations (see below) or concepts/info. Thus: "The Provost is not a collegiate man, and certainly not a democrat: he is in fact a backroom schemer." And: "The reason was soon clear: she was planning to resign." Do not use if changing the subject, even slightly (see Semicolons).
Commas*	<ul style="list-style-type: none"><li>• <b>Never</b> use a comma where a full stop makes grammatical sense. Thus: "The screw didn't fit. It was too big." Not: "The screw didn't fit, it was too big." However, it may be more appropriate to use a dash, semicolon or colon than a full stop.</li><li>• Names and jobs/descriptions. Divide by comma if name comes first, and then always add comma after job/description. Thus: "Oliver Smith, <i>Pi Magazine</i> editor, said..." not "Oliver</li></ul>

Smith, *Pi Magazine* editor said..." And: "Banjo playing fascist Starbuck Coleman..." not "Banjo playing fascist, Starbuck Coleman..." Both "John Brown, who raised the funds" and "Chief fundraiser John Brown" are correct. See also: Quotations.

Companies*	<i>Cap first letter</i> and omit plc, Inc. etc. Thus: "Cobham pioneered mid-air refuelling..." not "Cobham plc pioneered..." Exception: Mr Chatterbox referring to UCL plc. Note: plc not Plc.
Dash ( — )	Twice as long as a hyphen (-). Dashes are used for 'dramatic' pauses before introducing a point and, unlike hyphens, have spaces either side.
Dates	Don't say 'last Friday', 'next Tuesday' etc. Thus: 25 January (not January 25). Don't use year unless necessary. Don't use commas: January 2006 ( <b>not</b> January, 2006).
Davies, Graeme	Vice-Chancellor of the University of London. <b>Avoid misspelling.</b>
DCCO	First 'Development and Corporate Communications Office', then 'DCCO'.
Foreign languages	<b>Italics.</b> Thus " <i>L'Etat, c'est moi,</i> " " <i>Die Politik ist die Lehre von Möglichen,</i> " etc. <b>Always</b> check foreign text with a speaker of that language and/or a dictionary if unsure. Accents must be used correctly, thus: "René is a preening idiot who puts his name in guides".
Fractions	Spell out: four fifths, two thirds. Hyphenate when used as an adjective, e.g. "It must be voted by a two-thirds majority", "the glass is two-fifths full".
Hyphens*	Use when it makes reading easier: half-time, vice-president, quasi-official, but <b>not</b> fire-fighter, clock-work, shoe-box.
Institutions, offices	Official names like Slade School of Fine Art, Mullard Space Science Laboratory written with all capital letters (except particles like of, and, at etc., as here.) Make sure it's official though, otherwise no caps ("Development and Corporate Communications Office" is, "UCL's development office" isn't.)
Job titles*	<ul style="list-style-type: none"><li>• If the job title is more than five words long, it must come after the name. Thus: "Head of Department Chris Carey" but "Chris Carey, head of the Department of Greek and Latin".</li><li>• If the job is officially recognised, e.g. Provost, Deputy Director of Corporate Communications, use capitals as here. If an unofficial title, do not. Thus: "Purba Choudhury, Deputy Director of Corporate Communications, said..." but "Purba Choudhury, the Provost's public relations officer, said..." (N.B. If an official job title is known, unofficial ones should only be used if they are easier to understand and read.)</li><li>• For UCL Union and club/society job titles, see below.</li></ul>
KCLSU	First 'King's College London Students' Union, then 'KCLSU'.
Latin*	To be written and punctuated as follows: e.g. (for instance)    i.e. (that is to say)    etc. (and so on) q.v. (=which see; look for this entry, document, object etc.) s.v. (=under the word/heading, as in a dictionary) <i>et al</i> (and others) <i>ultra vires</i> (=beyond their powers; must be translated) <i>passim</i> (=everywhere) <i>inter alia</i> (=amongst other things) Latin phrases ( <i>ex officio</i> , <i>sub iudice</i> ) should be in italics.
LGBT Society	Not LGB Society or LGBT society. Always use abbreviation.
Numbers	One to nine, 10-9999 (no commas), 10,000-999,999. Then 1 million, 1.5 million, 1.25 million or 1,255,000. Same with billion and trillion. Do <b>not</b> use m for million or bn for billion, except in headlines/standfirsts.
Mr, Mrs etc.	<b>Avoid:</b> just use surname.
Omni- words	Omniscient (all-knowing), omnipresent (all-present), omnipotent (all-powerful)
Percent	One word. Do not use %, except in headlines/standfirsts.

Press titles	Italics. Thus: <i>Pi Squared</i> , <i>London Student</i> , <i>Camden New Journal</i>
Proper names	<b>Important:</b> If not 100% familiar with the spelling of a proper name, check it. Subs: <b>don't</b> expect the author to get it right. <b>This is absolutely essential.</b>
Provost*	First reference 'The Provost, Professor Malcolm Grant', unless Grant's name has already been mentioned. Then 'The Provost', 'Professor Grant' or (if space/effect demands) 'Grant'.
Queen Mary	First 'Queen Mary, University of London', then 'Queen Mary', then 'QM' if space demands.
Quotations	<ul style="list-style-type: none"> <li>• Double quotation marks for real-life statements – except see below.</li> <li>• Introduce with a colon if the sentence doesn't end before the quotation. Thus: "Tom Kennedy said: "I'm gutted."" Exception is where the quotation flows on from the intro, thus: "Nick Barnard said the project had his "full support"."</li> <li>• If sentence ends in quotation, use full stop inside quotation marks. Otherwise use comma. Thus: ""I'm gutted," said Tom Kennedy." and "John Foreman said: "I'll catch the bastard," but he was wrong." But: "Josh Blacker cried: "I'm fucked!" And he was right."</li> <li>• Use single quotation marks for quotes within quotes. Thus: "Oliver Smith said: "Josh shouted, 'I'm fucked!' And he was right.""</li> </ul>
Reading Week	Capital R, capital W.
Semicolons	The basic rule of these is you can only use them where a full stop would make sense (though not necessarily look best). Often used to add detail and change subject slightly. Thus: "Stoppard's plays do not calm the mind; rather, they unsettle it." and "Stoppard's plays do not calm the mind. Rather, they unsettle it." are both correct. Semicolon works better here because full stop is too fragmentary. <b>Never</b> use before quotation.
Staff-Student Protocol	<i>Cap up</i> and hyphenate, as at left.
Swearing	Always print <b>in full without asterisks</b> .
Times	6:30 pm, 7 am. Say noon and midnight, <b>not</b> 12 noon or 12 midnight.
Trade names*	e.g. Portakabin, Biro, Thermos. <i>Cap up</i> . Make sure it is accurate: not all adhesive tape is Sellotape. Not all vacuum flasks are Thermoses.
UCL Union and Club/society job titles	<ul style="list-style-type: none"> <li>• <b>Sabbs and part-time execs:</b> Use full title first, then acronym. Thus: "Clubs, Societies and Student Development Officer Robbie Swale," then: "As CSSD, Swale is..."</li> <li>• Do not add the acronym in brackets after the full version. If the full title is too long to fit, or looks wordy, use an unofficial one, e.g. "Clubs and Societies officer Robbie Swale..." Note that in this case, the title (e.g. officer) is <b>not</b> capitalised. Thus, <b>don't</b> write: "Clubs and Societies Officer Robbie Swale..."</li> <li>• <b>Staff:</b> <i>cap up</i>, thus: "Robert Taylor, General Manager..." (N.B. Use General Manager and not GM, unless absolutely no room.)</li> <li>• <b>Club and society positions:</b> <i>cap down</i>. "Richard Roaf, People and Planet Society president, said..." "Dan Swerdlow, Garage Theatre manager..."</li> </ul>
UCL Union or UCLU?*	Normally UCL Union. UCLU permitted if space demands it, but avoid using it at first reference at all costs, or use 'the Union' (capital U) at any time.
Union roles*	Written as follows: Union Executive (first instance), Exec (subsequent) sabbatical officer (first), sabb (subsequent), executive officer (first), execs (subsequent) full-time executive (first), full-time exec (subsequent) part-time executive (first), part-time exec (subsequent)
University	Refers to federal University of London. If you mean UCL, say College. <i>Cap up</i> when referring to the UoL specifically; otherwise <i>cap down</i> . University of London First 'University of London', then 'University' or 'UoL'. <b>Never</b> 'London University'.
Weights and measures*	Metric. Use full words: 50 metres high, 200 kilowatt generator.