



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE

A close-up, low-angle shot of a thick stack of colorful brochures or magazines. The top cover is black with a large white number '08' and a red stripe. Below it, various other covers with different colors and patterns are visible, creating a sense of depth and texture. The lighting is bright, casting soft shadows.

# STYLE GUIDE 2010



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# BRAND GUIDELINES

## CONCEPTS INFORMING THE BRAND

### THE COLLEGE'S ESSENCE

To define Trinity College, we start with its essence. The essence is the heart of the College; it's what drives the College's unique actions and communications every day.

The essence of Trinity College is:

**Giving innovative effect to traditional values**

### BRAND CHARACTER/ PERSONALITY

The Trinity College brand character is the personality we want to convey in all communications, visual or verbal. It is the embodiment of how we want to be perceived. The brand character guides the creation of all College materials reflecting the College's commitment to excellence in all aspects of its operations.

### BRAND ATTRIBUTES

Our values:

Transforming, life-changing, potential  
Cultural, heritage

Diverse, inclusive, global, networks,  
connections

Academic, intelligence, esteem,  
prestige

Traditional - established, trustworthy,  
integrity, ivy-league

Contemporary - friendly, supportive,  
innovative, progressive

### POSITIONING STATEMENT

The Trinity College brand is based on its brand essence, brand character and brand attributes, creating a point of difference among competing colleges. In expressing the brand, we provide a reason to believe by incorporating verbal or pictorial real-life examples of how we live the brand. From the brand attributes, we generate the College's brand positioning statement:

**Community**

**Diversity**

**Excellence**

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## PURPOSE

To provide guidelines and specifications for the preparation of all visual materials associated with Trinity College, the University of Melbourne.

When used, these guidelines provide specifications for the use and application of the Trinity College brand elements and assist the users of the logo, devices and typefaces to comply with internal requirements. The correct usage and application will project a consistent image and help to trigger an immediate visual association with Trinity College. It will also effectively communicate an image that reinforces the College's reputation for quality and excellence.

These guidelines must be observed when creating all marketing material including print, electronic or other special promotional accessories. The success of the brand application requires the utmost commitment from the Trinity College Team.

Any material which includes the application of the Trinity College logo, must be sent to the Communications Office prior to production to ensure it complies with the guidelines.

**Basic elements of trinity college brand identity is the logo, typefaces and colours. All should be used when reproducing the identity.**

## THE LOGO

The logo, devices and typefaces are the foremost visual expression of the Trinity College brand and form the basis of the College's brand identity. The Trinity College logo must appear prominently, generally, on the front cover of all materials published by the College in print or electronic format.

Note that the words 'Trinity College' are a graphic element, inseparable from the Crest. The words may not be recreated with any font, resized, treated with any effect, or rearranged for any reason.

The Trinity College logo reflects the tradition and character of the College and comprises three elements – the distinctive Trinity College Coat of Arms, the Trinity College word elements and The University of Melbourne word elements, all used in conjunction to create a distinctive brand mark. The arrangement and size relative to each other are fixed, and cannot be altered.

The Coat of Arms is made up of a chevron placed between three

trefoils (a recognised symbol of the Holy Trinity) and is the main device on the shield.

All logos for internal publications are found on the Communications page via the portal.

If there is a need for eps files, CMYK files, or you are uncertain of how to use the supplied files, please contact the Communications Office.

### THE LOGO SUITE

**The Trinity College logo suite guidelines outline the precise use of Trinity College's logos and their application to promoting the College in competitive environments.**

The College logo suite comprises a range of logos for various applications with stacked and horizontal versions for both colour and monochrome reproduction.

To ensure there is no misapplication of old or incorrect logos, all approved artwork files are available online or on request from the Communications

Office. Only logos from these sources are approved. Do not reset, redraw, distort in any way. Always use original art from master files.

The following specifications should be adhered to in all application situations. However, if a situation arises where there is no guideline available, please contact the Communications Office.

There are two formats:

**Primary – crest positioned to the left of the word elements**

**Secondary (stacked)– crest positioned above the word elements**

The choice of logo is dependant on the layout of the material – use whichever best suits the design and provides optimal visibility of the Trinity branding. Note clearspace requirements must be observed at all times (see page 11).

# BRAND GUIDELINES

## COLOUR LOGOS

The colour logos are recommended for use on all colour materials. They appear on a white background. They are not to appear over photos or other images without approval from the Communications Office. These logos are available as JPGs from <https://internal.trinity.edu.au/communications/editorial/logos> or EPS files can be supplied by the Communications Office on request.

Wherever possible these logos are best printed in CMYK. However, where this is not possible, they can be produced in RGB (eg for web use).

## REVERSE COLOUR LOGOS

The Reverse Colour Logos appear in reverse print on approved Trinity Colours. These logos are available as JPGs from <https://internal.trinity.edu.au/communications/editorial/logos> or EPS files can be supplied by the Communications Office on request.

## BLACK AND WHITE LOGOS

The Black and White Logos are recommended for use on all grey-scale materials. They appear on a white background. They are not to appear over photos or other images without prior approval from the Communications Office.

These logos are available as JPGs from <https://internal.trinity.edu.au/communications/editorial/logos> or EPS files can be supplied by the Communications Office on request.

## BLACK AND WHITE REVERSE LOGOS

The Black and White Reverse Logos appear in reverse print on grey (65% black) or 100% black. These logos are available as JPGs from <https://internal.trinity.edu.au/communications/editorial/logos> or EPS files can be supplied by the Communications Office on request.

## LINEART LOGOS

Often used for printing on bags and merchandise, this lineart logo may be printed in black, Trinity Green or Trinity Red and applied to a white surface.

Alternatively it can be printed in reverse on a black, Trinity Green or Trinity Red (see page 8) background.

Reproduction of these logos in any other colour requires prior approval from the Communications Office.

These logos are supplied in EPS format and can be obtained from the Communications Office.

This logo is NOT to be used on print publications.



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE



# BRAND GUIDELINES

## COLOURS

Colour plays an important role in our identity - when used correctly, it can help to make all of our communications consistent and cohesive.



Trinity College Red  
PMS 187 C

C:25 M:97 Y:79 K:19 /  
R:147 G:32 B:50 / L:38  
A:57 B:29



Trinity College Grey  
Black -65%



Trinity College Green  
PMS 343 C

Web Green  
C:100 M: 32 Y:100 K:  
28  
R: 20 G: 94 B: 50  
#026126

## CLEARSPACE AND POSITIONING

To ensure that the logo can be clearly identified on all material, it must be surrounded by clear space free of all other graphic devices, type and photographic elements. In addition, placing the logo too close to a cut or folded edge also violates the clear space. The clear space helps maintain the impact and integrity of the logo.

The Clear space required is proportional to the size of the logo, and defined by the height of the capital 'T' in the word element 'Trinity'. This space is required above and below the word elements, and on both sides of the logo extremities, as illustrated.



# BRAND GUIDELINES

## MINIMUM SIZE

To ensure legibility in all media, the College has restrictions on the minimum size at which any logo can be reproduced.



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE

50 mm



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE

30mm

## A4 SIZE



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE

70mm

## A3 SIZE



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE

90mm

## CO-BRANDING AND DIVISIONS



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE | THEOLOGICAL  
SCHOOL



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE | FOUNDATION  
STUDIES



**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE | YOUNG  
LEADERS

### COBRANDING

Where the College is the dominant or lead partner, the partner's logotype should appear directly to the right of the College logo at a similar size. If the College does not own the publication or the College is one of many equal partners, the logo should sit alongside the partner's logotype. In any circumstance, the logo must be at least minimum size, and equal the size of the co-branded logo.

When co-branded with The University of Melbourne, the word elements 'The University of Melbourne' are replaced with the relevant division of the College.

For co-branding, please contact the Communications Office.

### DIVISIONS

Trinity College's academic division logos consist of two elements, the Trinity College standard logo and the division namestyle. These elements must never be altered, recreated or redrawn and should always be reproduced from digital artwork. The division logos must be consistently positioned to the right of the main logo on all relevant applications, with the keyline dividing.

## ASSOCIATED LOGOS



THE UNION OF THE  
FLEUR-DE-LYS



**planitgreen**  
Trinity's Sustainability Projects



**TRINITY  
INSTITUTE**

# BRAND GUIDELINES

## TYPEFACES AND TYPOGRAPHY

Consistent typography plays an important role in creating a coherent identity. To further build on the identity's strengths, two new corporate typefaces have been introduced. Only these typefaces may be used - never use similar-looking typefaces instead.

### FONTS

Din Pro, our new corporate sans serif typeface, has been carefully chosen to complement the logo. It is available in a number of weights that can be used to add contrast and emphasis to applications.

Documents, stationery, advertising and other print collateral will use this new typeface.

In publications that are very text heavy, it may be more effective to use Adobe Garamond Pro as the main typeface.

Specified weights for Din Pro:

Light  
Light italic  
Regular  
Italic  
Medium  
Bold

Specified weights for Adobe Garamond Pro:

Light  
Light italic  
Roman  
Italic  
Bold

Please email [communications@trinity.unimelb.edu.au](mailto:communications@trinity.unimelb.edu.au) if you require a corporate font license. The number of licenses are limited and are available to those members of staff responsible for designing publications.

**HIRAGANO MARU GOTHIC PRO**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Publication Heading Text  
Caps. Lower case for minor headings

**DIN**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Adobe Garamond Pro** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italics can be used for quote Text  
Creates difference in text to create interest to particular text, and to break up a page when there are few images.

# BRAND GUIDELINES

## TYPOGRAPHY

Distinctive, well-designed typography strengthens and adds character to our communications. We aim to engage people by presenting our words and messages in a contemporary and clear way. Consistent typefaces and appropriate use of typography will help maintain our strong visual identity.

**Type size:** The recommended **minimum** point size for body text on an A4 page is 8.5 point set on 12 point leading. Body text for most internal documents should be set at 11pt. Letters should be set at 12pt. Heading sizes are dependant on how many levels you have in your document.

**Tension and pace** in a document is created through the controlled use of type size, images and colours from our palette. Please remember that there are other ways of differentiating your heading from body text apart from size. Try colours such as trinity red and grey or formatting such as bold and semi-bold.

The inclusion of sufficient **clear space** allows important text to stand out in a layout. Scale change is also a useful tool in the creation of layouts.

**Capital letters:** Setting text in large amounts of capital letters can be harder to read than lowercase letters, but demands attention when used in headings.

**Italics:** These should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should be used minimally. Using bold copy or a strong colour to add emphasis is a good alternative.

**Leading:** Leading is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

**Word spacing, letter spacing (tracking and kerning):** Changing the spacing between letters or words is often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible.

**Alignment:** Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

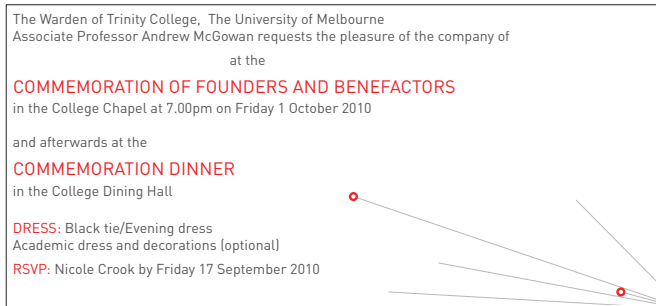
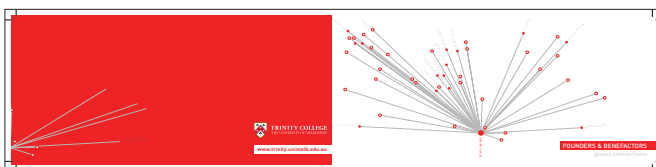
**Contrast:** There should always be tonal contrast between the text and the background it is printed on.

**Reversing out copy:** The background colour should be as dark as possible.

White copy reversed out of a very dark colour or black are the most legible. Attention should be paid to type size and very light weight type to ensure copy is legible.

**Copy on images:** Setting text on an image can make it difficult to read. The background must always be even in tone with appropriate contrast. This may require digitally manipulating the image.

**Font:** External Publications are set in Din light for body text and Hiragano for headings. Garamond is used if a serif font is required. Internal publications are set in Helvetica/Arial (plain - not rounded or black) with Times/Garamond as a serif option.



The Warden of Trinity College, the University of Melbourne,  
**Associate Professor Andrew McGowan**, requests the pleasure of your company  
at the

**WARDEN'S CIRCLE GARDEN PARTY**  
Sunday 14 November 2010  
3.00pm - 5.00pm  
at the Old Warden's Lodge  
Entrance via Gate C, Trinity College, Royal Parade, Parkville, 3052.  
Parking is available via Gate C (Chapel)

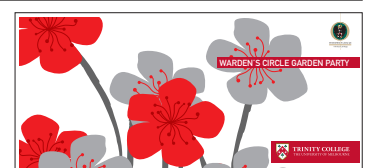
**Dress:** Smart/Casual

**RSVP:** Friday 5 November 2010  
Nicole Crook  
Trinity College Royal Parade, Parkville Victoria 3052  
E: events@trinity.unimelb.edu.au T: 03 9348 7477 F: 03 9348 7110

Photos taken at this event may be used in Trinity's print and electronic publications. Please indicate on your reply if you do not want your photo published, and also please tell the photographer at the event.

☐ I/We are pleased to accept the invitation (guest/partner welcome)  
☐ With regret I/We are unable to attend

Title \_\_\_\_\_ Given \_\_\_\_\_  
Surname \_\_\_\_\_  
Guest/Partner Name \_\_\_\_\_  
Address \_\_\_\_\_  
Suburb \_\_\_\_\_  
State \_\_\_\_\_ Postcode \_\_\_\_\_  
Phone \_\_\_\_\_  
Mobile \_\_\_\_\_  
Email \_\_\_\_\_  
Dietary Requirements \_\_\_\_\_



# BRAND GUIDELINES

## OTHER ELEMENTS

### KEYLINES AND BORDERS

Trinity Red, green or grey keystrokes may be used to help define spaces and margins. The weight of the stroke is dependant on the size and layout of the page, although generally no heavier than 3 pt is necessary. Alternatively, a clear border of 3mm maybe used.

### IMAGERY

Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do, and be relevant to the application.

Consider detail or unusual crops to increase impact and create effective communications that engage the audience. Images may be bled off the application, sit within a keyline, or have a 3mm clear border. Heading may be reversed out of the image, providing it is still legible.

### THE CREST

There are some situations where it is acceptable to use the Crest on its own. These situations are

- In tributes appearing in Public Notice columns of newspapers. The College Crest is on file at *The Age*. To use it in a notice in *The Age*, please quote B410.
- Where the College Crest is located alongside the crests of other institutions where none of their names appear *eg* Intercollegiate Brochures.
- As a graphic device which is used in **conjunction** with the logo, but does not replace it.
- In specific applications approved by the Communications Office.

### CONTACT DETAILS

When a publication is produced for external use, it must include the Trinity College logo, together with at least the URL of the Trinity College website, but optimally with all contact details such as address, phone, fax, email, contact name if needed and CRICOS code if necessary. These details should generally appear on the back page of a document, placed in the lower third of the page.

### QR CODES

Can be used in conjunction with complete contact details. It must NOT replace the website. Generally placed on the back of a publication, or on posters and banners.



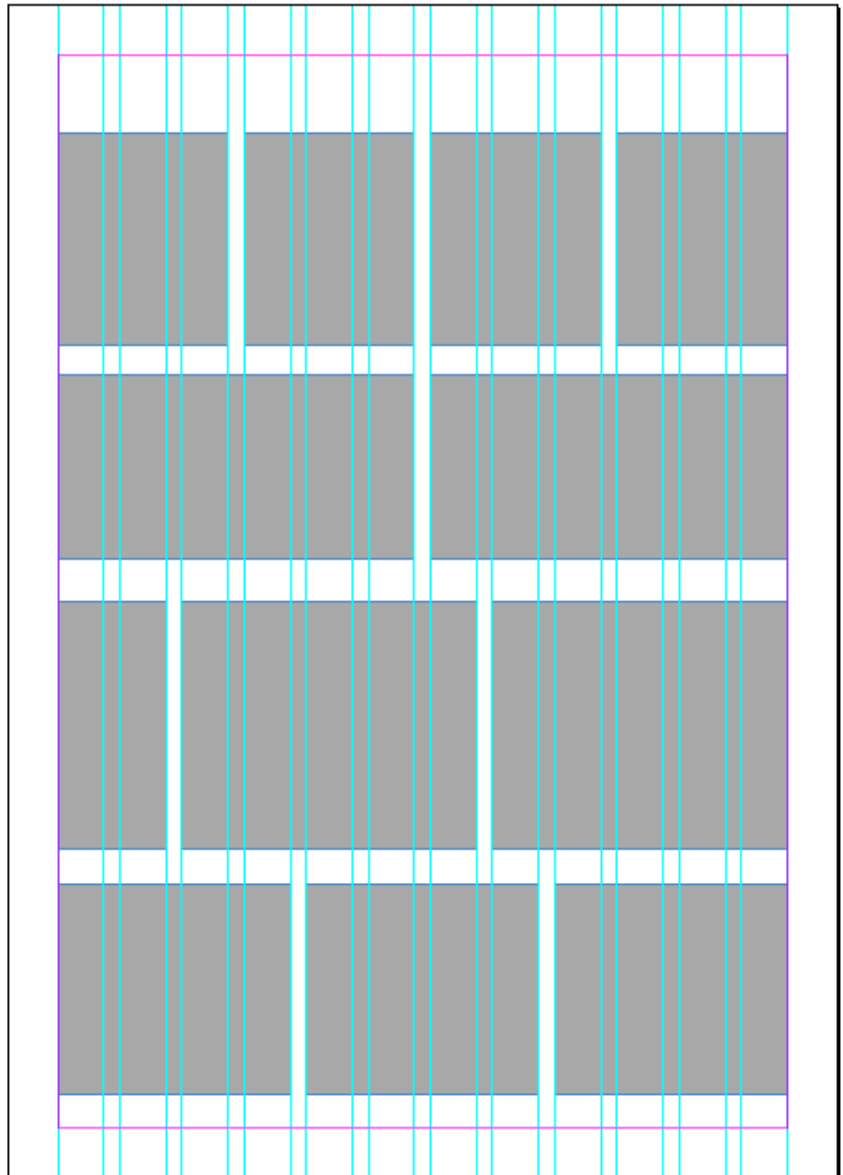
## DOCUMENT GRID

Trinity College print materials use a flexible grid of 12 columns with 3mm gutter to ensure that our publications always look consistent.

There is no fixed relationships between the different elements on the inside pages, apart from the main heading and introductory text, which are always situated together. This flexibility allows you to create a unique style.

All text is ranged left and can be positioned anywhere within the grid structure. Headings, introductory text, etc can be reversed out of a solid colour or image, or can be printed in any of the corporate colours (where this not possible, use the four colour process).

When designing it is important not to clutter the spread with lots of text and imagery. Less is more - by carefully choosing the content of the spread, you will create greater impact and communicate more effectively.



# BRAND GUIDELINES

## PUBLICATIONS AND STATIONERY

The Communications Office delivers an extensive range of regular, high quality printed materials that aim to reflect the College's commitment to excellence in all aspects of its operations.

## PUBLICATION BRANDING ELEMENTS

### LOGO

The Trinity College logo forms a large part of the brand recognition on a publication, and must be clearly visible on the cover.

### TYPOGRAPHY

The cover typography uses Hiragano typeface in caps and positioned to maximize its presence without compromising the photo or graphic.

Additional text may be included.

### COLOUR

PMS 197 is the preferred colour for external marketing publications to maximise impact.

### BODY COPY

Din Pro typeface is an integral component of the design template for all typographical elements, including headings and body copy. Ranged left. No hyphenation at the end of a line.

Web addresses should always be highlighted in a colour to stand out from body copy and in most instances direct the reader to the homepage.

### IMAGE BOXES

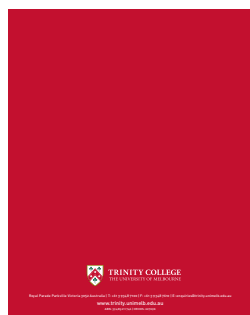
Can be of any size and proportion but must fit to the vertical grid structure.

### BACK COVER

The back cover must have the logo, web address and contact info including CRICOS Code for Foundation Studies

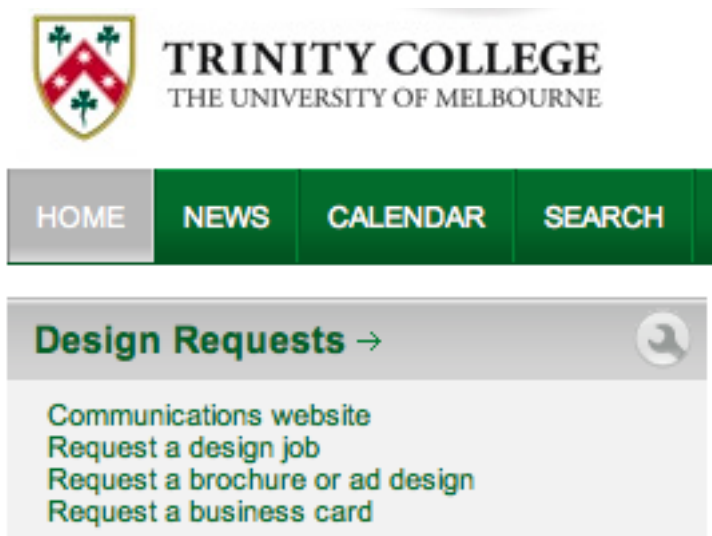
### INTERNAL DESIGN GRID

The design grid provides flexible grid of 12 columns with 3mm gutter and allows for 2, 3 and four column formats



## COMMISSIONING DESIGN AND PRINTING

Staff wishing to produce publications can do so via the portal by completing the design request form, available at <https://www.trinitycollege.vic.edu.au/portal/today/today.php>



### Brochure/Ad Design Request

To be completed for the design and production of any new projects. Please note that a *minimum* turnaround time of **three working days** is required. If this form does not meet the requirements of your request, use the more general [Design Request Form](#). For more information on design jobs, including explanations of terms used in this form, see the [Communications website](#).

Design job title\*

Contact name\*

Contact phone

Contact email\*

**Delivery of Artwork**

Recipient's name\*

Recipient's phone

Delivery address/email\*

Due date\*

**Project details**

Project type\*  If 'other', describe in 'Further info' below

Heading\*

[Spell Check](#)

Body text\*

[Spell Check](#)

Finished document size\*  Custom Width  mm x Height  mm

Document orientation\* ☐ Portrait (vertical) ☐ Landscape (horizontal)

Print colour\* ☐ Colour ☐ Black & White ☐ 2-colour (specify):

Print method ☐ Digital ☐ Offset

Paper weight

Finish

Print quantity\*

# BRAND GUIDELINES

## STATIONERY

Our stationery must present us as a unified, professional organisation. To achieve this goal we must be consistent in the way our stationery is produced. All stationery is printed on recycled paper. The paper is 120gsm and the business cards are 300gsm.

The College's appointed supplier of printed stationery is Finsbury Green.

Printed stationery is available from the storeroom in Leeper. Electronic files for stationery can be downloaded from <https://internal.trinity.edu.au/communications/editorial> for printing or emailing.

Stationery can be ordered via the Portal.

The Trinity College stationery set includes:

- Letterhead
- envelopes
- with compliments
- business cards
- name cards
- place cards

### LETTERS

All letters from the College should be left justified with date and addressee details appearing in the top left.

**Margins:** Top: 50mm; Bottom: 25mm; Sides: 20mm.

**Spacing:** Left justified. Double line spacing with two returns at the end of a paragraph.

**Date:** Top left-hand corner. Write as Wednesday 3 September 2003, or 3 September 2003, with no punctuation and no suffixes or superscripts.

**Address:** The Address of the person you are writing to should be written on the left, starting below the date.

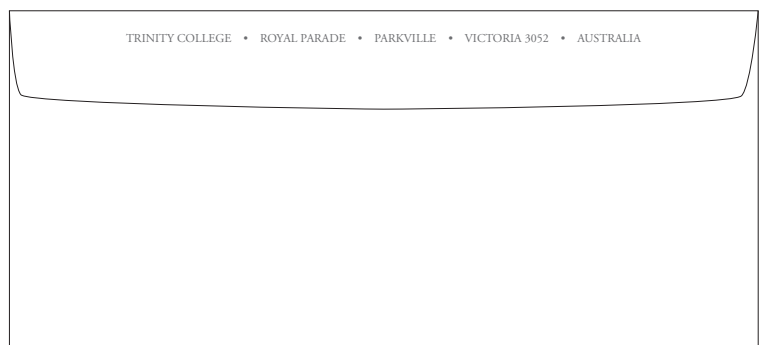
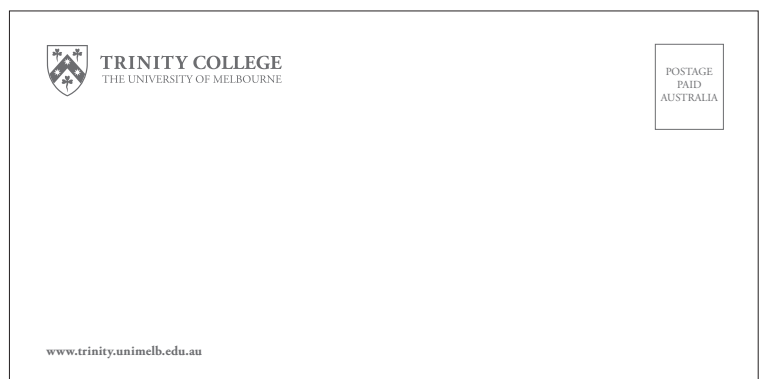
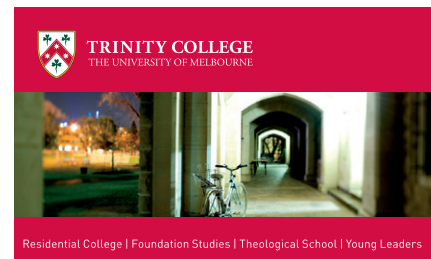
**Greeting:** Dear Sir or Madam – If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name. No comma.

Dear Mr Jones – If you know the name, use the title (Mr, Mrs, Miss or Ms, Dr, etc) and the surname only. If you are writing to a woman and do not know if she uses Mrs or Miss, you can use Ms, which is for married and single women.

**Ending a letter:** Yours Faithfully – If you do not know the name of the person, end the letter this way.

Yours Sincerely– If you know the name of the person, end the letter this way.

Your signature – Sign your name, include printed name underneath the signature.



# BRAND GUIDELINES

## INTERNAL DOCUMENTS AND TEMPLATES

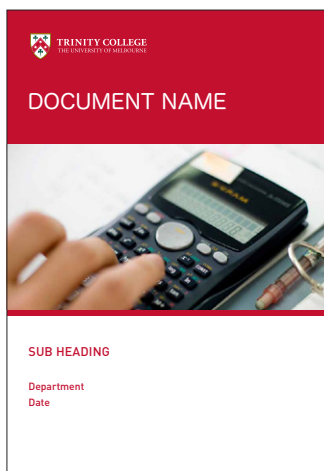
Templates make it easier for you to concentrate on content, rather than design. These templates are accessible and also comply with the College's Branding Guidelines. Be sure to read these guidelines.

Before you begin, please refer to the font requirements for the templates, to ensure consistency of presentation across all divisions of the College.

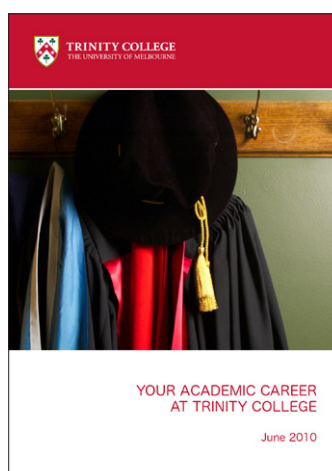
Ensure you include relevant contact details for your division.

Online templates available for download with font requirements

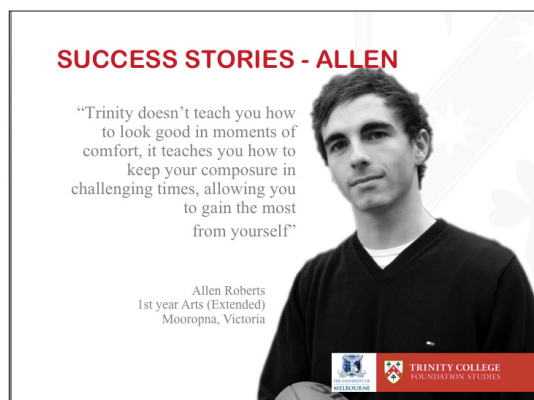
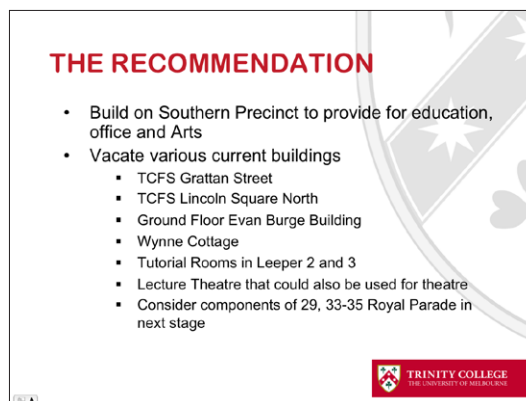
## REPORTS



## LECTURE NOTE COVERS



## PPT TEMPLATE



# BRAND GUIDELINES

## BANNERS, POSTERS AND OTHER MATERIALS

### BANNERS

Banners can be printed for exhibitions and special events. Please contact the Communications Office to assist with the preparation of artwork and order.

### POSTERS AND BILLBOARDS

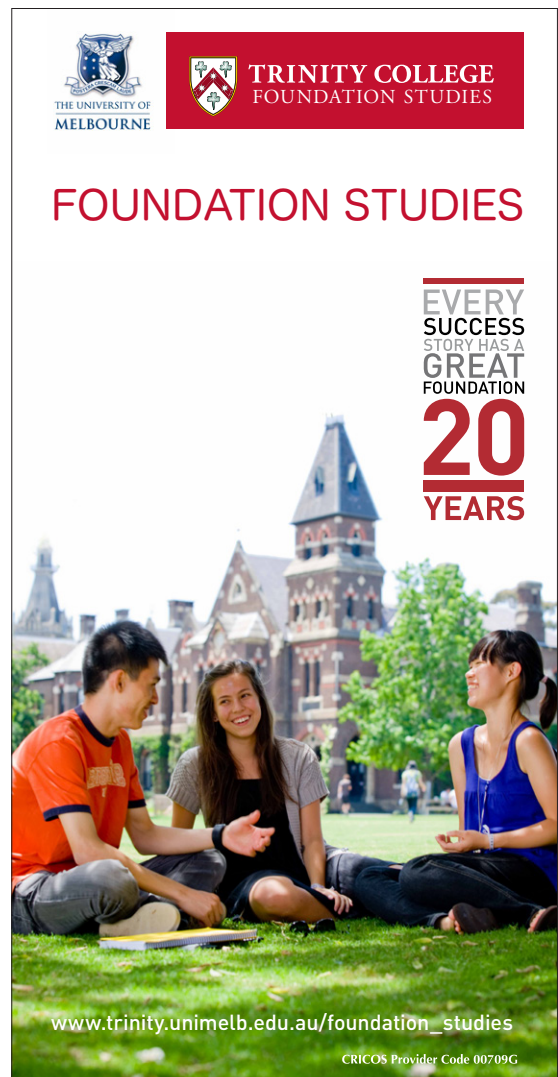
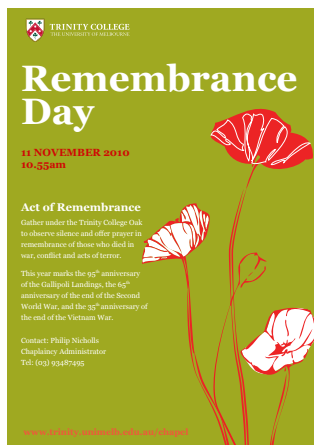
Posters and billboards can be printed for exhibitions and special events. Please contact the Communications Office to assist with the preparation of artwork and order.

### STAFF NAME BADGES

Dimensions 65 x 45mm

Logotype appears at a width of 24mm, position as shown. Always use master artwork.

Name: Set in Din Pro, 13pt, ranged left. Position as shown. Prints in Black.



## ADVERTISING STYLE

Our print and press advertising should be carefully targeted to reach the right readers. The size, shape and colour of your advertisement will depend on the publication. It could be a one colour, one column advertisement in a newspaper, or a double page spread in a glossy magazine.

Be creative with copy. Short, punchy headlines and minimal copy are ideal.

The logo banner is always positioned bottom and must be large enough to accommodate the logo including clear space allowance, in trinity red, black or 65% black. The Banner must include the division of the College. This is the only fixed element so it is important that it remains in the correct position. Always use master artwork.

Titles in Hiragano Gothic Pro can sit anywhere, ranged left either horizontally or vertically and in upper case. The size is space dependent but must be larger than the copy.

Text can be reversed out of a solid colour or image, or be printed in any of the approved colours. Din regular, minimum 8pt.

A keyline of minimum 2pt, trinity red, black or 65% black defines the ad space.

The contact information appears in Din medium, minimum 8pt, usually trinity red. Must include address, Telephone and email.

The website appears larger than body text for quick reference, placed under, above or in the banner, depending on space.

### GUIDE TO PUBLICATIONS

Please click here to Download a guide for publications which you should consider when thinking of placing an ad. The guide gives information about target audience, circulation figures, type of ads available etc.

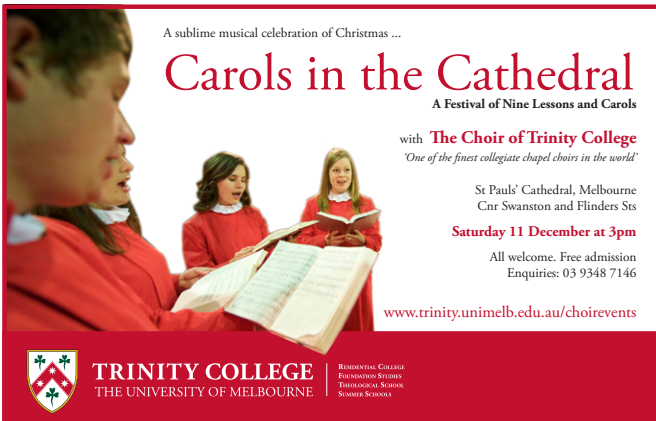
### GUIDE TO ADVERTISING COSTS

Please click here to Download a guide for advertising costs. This guide provides current costs of advertising in the most popular publications used by the College.

### HOW TO PLACE AN ADVERTISEMENT

Brie Macklin – Senior Account Manager | Adcorp | Level 10, 473 Bourke Street, Melbourne VIC 3000  
t: (03) 9223 0999 e: briemacklin@adcorp.com.au  
www.adcorp.com.au

Student Newspapers - <http://studentmedia.com.au/>



A sublime musical celebration of Christmas ...

## Carols in the Cathedral

A Festival of Nine Lessons and Carols

with **The Choir of Trinity College**  
*'One of the finest collegiate chapel choirs in the world'*

St Pauls' Cathedral, Melbourne  
Cnr Swanston and Flinders Sts

**Saturday 11 December at 3pm**

All welcome. Free admission  
Enquiries: 03 9348 7146

[www.trinity.unimelb.edu.au/choirevents](http://www.trinity.unimelb.edu.au/choirevents)

**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE

RESIDENTIAL COLLEGE  
FOUNDATION STUDIES  
THEOLOGICAL SCHOOLS  
SENIOR SCHOOLS



## CHORAL EVENSONG

APM SUNDAY CHORAL EVENSONG  
Chapel of Trinity College, Royal Parade, Parkville  
Come along and experience fine liturgy, preaching and music in one of Melbourne's most beautiful church buildings

**SEPTEMBER 5 PENTECOST XVI**  
Preacher: The Rt Revd Dom Michael King OSB  
Dom Michael is a Benedictine monk, and abbot of St Mark's Abbey Camperdown  
Music by Peter Nardone, Orlando Gibbons and David Hill

**SEPTEMBER 12 PENTECOST XVII**  
Preacher: Ms Meg Warner  
Meg Warner is Morro Sturrock Doctoral Fellow at Trinity College Theological School and a member of the General Synod of the Anglican Church in Australia  
Music by Louis Halsey, Herbert Howells and Johannes Brahms

**SEPTEMBER 19 PENTECOST XVIII**  
Preacher: The Very Revd Dr Stuart Blackler  
Fr Stuart is Chaplain to the Canterbury Fellowship and George Mitchell Fellow at Trinity College  
Music by Jeremy Clarkson and James May

**SEPTEMBER 26 PENTECOST XXIV**  
Preacher: Mr John O'Donnell  
John O'Donnell is Director of Chapel Music at Ormond College, and Director of Music to the Canterbury Fellowship  
Music by Thomas Crumwell and Henry VIII

Trinity College Royal Parade Parkville 3052  
[www.trinity.unimelb.edu.au/theology](http://www.trinity.unimelb.edu.au/theology)

**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE | CHAPEL

A place of worship for Trinity College and Janet Clarke Hall



## PATHWAY TO THE UNIVERSITY OF MELBOURNE

- Guaranteed entry to the University of Melbourne on achieving required scores
- Builds academic and cultural skills necessary for success at university
- Extensive personal support and student welfare program
- Small class sizes and experienced, helpful lecturers
- Apply now for October 2010 and February 2011 with your SPM results

Students and parents are invited to meet Mr James Kerley, Marketing & Admissions Manager, on Saturday 03 July 2010, from 11.00am at :  
**JM Education Counselling Centre Sdn Bhd** (Co. No. 250325-T)  
36 Jalan SS 15/8, 47500, Subang Jaya, Selangor  
Tel 03-5633 4732 | Email [pooling@jmec.com.my](mailto:pooling@jmec.com.my)

Royal Parade | Parkville VIC 3052 Australia | T: +61 3 9348 7130 | F: +61 3 9348 7556  
E: [foundationstudies@trinity.unimelb.edu.au](mailto:foundationstudies@trinity.unimelb.edu.au)  
[www.trinity.unimelb.edu.au/foundation\\_studies](http://www.trinity.unimelb.edu.au/foundation_studies)

**TRINITY COLLEGE**  
THE UNIVERSITY OF MELBOURNE | FOUNDATION STUDIES

CRICOS Code: 00951G

# BRAND GUIDELINES

## COMMUNICATIONS SERVICES

### GRAPHIC DESIGN AND PRINT MANAGEMENT

Logo preparation and Supply  
Advertising Layouts  
Graphic design and layouts  
Print publication process

#### Submit a Design Request

For any design requests, please email Dee Jenkins to make an appointment. Ad requests and Business card requests can be submitted directly via the portal.

### PUBLICATIONS PRODUCED

Trinity Today (Contributor Guidelines)  
College Annual Report  
Foundation Report  
Whole of College Brochure  
Theology Update  
Residential College Flyers  
Residential College Prospectus  
Residential College Student Diary  
Certificates  
TCFS Prospectus  
TCTS Prospectus  
Young Leaders Summer Schools  
Brochure and marketing material  
Music at Trinity brochure  
The Choir of Trinity College  
promotional material  
Flyers and invitations  
Banners  
Posters  
Calendars  
Christmas Cards  
Valedictory Ceremony Programs  
Orders of Service  
Merchandise

## PHOTOGRAPHY

### CAPTURING COLLEGE IMAGES

Photography is a powerful and dynamic tool. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do.

Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective.

Consider detail or unusual angles to increase impact and create effective communications. Our images show natural, real-life people and situations. They should convey emotions, atmosphere and engage the audience.

Images should feel observational and spontaneous rather than staged, and show a contrast with our heritage – beautiful architecture and the energy of the people who interact with the College.

Images can be reproduced in full colour, single colour (monotone) and black and white. Only use images that are relevant and add value.

Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping. Images that are used in printed materials should be provided at print quality – 300 dpi.

### COMMISSIONING A PHOTOGRAPHER

The Communications Office work with a number of photographers and can advise you on the ones that might best suit a particular project. This will usually be based on the aim of the publication, the mood and feel you are trying to convey and what you would like to be in the photographs, both in general terms and if you want them to feature particular buildings and/or people.

Once a photographer has been chosen, you will also need to talk about the formats you are working with because this will influence the way the photographs are taken. Are you working with large banners or posters, in colour or black and white, for print or for the web? The Communications Office can help you write a brief for the photographer based on this information. If you are using students, a schedule for the shoot must be written and distributed to subjects to ensure everyone is in the right place at the right time. The more organised we are, the more cost effective the shoot will be!

Delivery of files ...

### FILMING AND PHOTOGRAPHY ON CAMPUS

Please contact the Communications Office

### PHOTO GALLERY

Our image library contains a selection of approved photography that can be used to enhance your communications.

The image library contains:  
Buildings: scenic, buildings and grounds  
Students at work and leisure (labs, library, sports etc)  
Visiting Scholars

Search our library:  
<https://www.trinitycollege.vic.edu.au/gallery-internal/>

### USE OF TRINITY IMAGES

When supplying images for external use such as editorials or promotions, please ensure that the photo is credited as 'courtesy of Trinity college, the University of Melbourne. For internally produced publications, please credit the photographer.

### PHOTOGRAPHY PERMISSIONS

There are cases where you need to have permission to take and use pictures of individuals. You may need to collect a release form which allows you to take and use photographs of particular individuals and/or events.

This is often the case when taking photographs for Foundation Studies where you may need written permission from parents or guardian. This issue is something the Communications Office can provide Advertising Style

# BRAND GUIDELINES

## EXHIBITIONS AND FUNCTIONS

Event Resources are available from Communications Office.

The minimum recommended resources an exhibitor should display at an exhibition is Trinity College banners, name tags and the Whole of College Brochure.

Name tags can be ordered directly from Officeworks using the order number L7415. The Avery L7415 template is available from your templates on Microsoft Word. Please ensure that your name tags are set in Helvetica/Arial at a readable size.

Contact Frank at Kwik Kopy Printing Centre  
684 Elizabeth Street, Melbourne Vic 3000  
P: (03) 9347 1933  
F: (03) 9347 1271  
Email: [print@northmelbourne.kwikkopy.com.au](mailto:print@northmelbourne.kwikkopy.com.au)

Additional marketing materials such as posters and flyers should conform to the Trinity style guidelines. Please contact the Communications Office if you require specific marketing material.

# EDITORIAL GUIDELINES



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# EDITORIAL GUIDELINES

## EDITORIAL GUIDELINES

**Clarity of meaning and consistency of style are of prime importance in all publications. The trend towards minimal capitalisation and punctuation helps create clean, uncluttered presentations.**

These guidelines are designed to ensure that Trinity College's print and electronic publications for external distribution are of a consistently high standard, are free from common editing problems, and convey their content clearly to the reader.

The most important components of editorial style are clarity and consistency. These guidelines are designed to help you achieve this.

This guide is not intended to cover the finer points of grammar and language. For assistance in those areas, please consult the following useful references.

## USEFUL REFERENCES

In general, and in the absence of specific variations covered in these guidelines, Trinity College publications follow the editorial principles outlined in *Style Manual for Authors, Editors and Printers (Sixth Edition)* (revised by Snooks & Co. John Wiley & Sons Australia, Ltd.)

### Other helpful sources include:

*The Australian Concise Oxford Dictionary* (Third Edition)

*The University of Melbourne Editorial Style Guide*  
[www.marcom.unimelb.edu.au/uni\\_access/pdf/2007\\_ed\\_style\\_guide.pdf](http://www.marcom.unimelb.edu.au/uni_access/pdf/2007_ed_style_guide.pdf)

*Association of Commonwealth Universities Style Guide* – Refer to the glossary for standard abbreviations of other universities

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## TRINITY COLLEGE STYLE

### Trinity College, the University of Melbourne

To avoid confusion with the many other institutions also named Trinity, use this title **in full** the first time that the College is mentioned in the text of any external publication.

This applies even when accompanied by the Trinity College logo (which includes the words, 'the University of Melbourne').

In some contexts (*eg* to suit various editorial styles adopted by the media), it may be preferable to replace the comma with either 'in' or 'at', ie to use either

Trinity College at the University of Melbourne, or

Trinity College in the University of Melbourne.

Subsequently – provided it is obvious from the context that it is referring specifically to Trinity College, the University of Melbourne – it can be referred to interchangeably as Trinity College, Trinity, or the College.

Trinity College is always capitalised.

When referring to Trinity as the College, College is always capitalised.

## EDUCATIONAL DIVISIONS

The names of Trinity's educational divisions and their abbreviations are:

### The residential College

This is the original educational program for which Trinity College was established in 1872. Today, however, this section of the College is usually referred to in this way to distinguish it from the College's other programs, which have subsequently been developed. Used in this way,

'residential' is an adjective, not a title, and so is not capitalised.

There is no such entity as Trinity Residential College – do not use this term.

### Trinity College Theological School (TCTS)

This name should be used in full the first time it is referred to in any publication. Subsequently – provided it is referring specifically to Trinity College – it can also be referred to simply as Theology. This should always be capitalised when referring to the educational division.

While TCTS is an acceptable abbreviation, it is easily confused with TCFS. In circumstances where such confusion could arise, (*eg* in documents which refer to both divisions), Theology is the preferred abbreviation.

# EDITORIAL GUIDELINES

## Trinity College Foundation Studies (TCFS)

This name should be used in full the first time it is referred to in any publication. Subsequently – provided it is obvious from the context that it is referring specifically to Trinity College – it can also be referred to simply as Foundation Studies or TCFS. This should always be capitalised when referring to the educational division.

Specific student intakes within TCFS are referred to by program, month and year of commencement, in the style:

February Main 2010 intake

October Fast Track 2010/11 intake

The word 'intake' can be dropped if it is already implied *eg* in lists, or when specifying the intake to which a student belongs.

## Young Leaders Summer Schools (YLSS)

Note that there is no apostrophe used in this title.

This name should be used in full the first time it is referred to in any publication. Subsequently – provided it is obvious from the context that it is referring specifically to Trinity College – it can then be referred to simply as Summer School or YLSS. This nomenclature applies to both July and December programs, regardless of the seasonal variations, as the concept of Summer Schools is well established and understood around the world.

## The Choir of Trinity College

This name should be used in full the first time it is referred to in any publication. Subsequently – provided it is obvious from the context that it is referring specifically to Trinity College – it can also be referred to simply as the Choir, or the Trinity Choir, or the Trinity College Choir.

## CONTACT DETAILS

Every document intended for external distribution should contain basic information about Trinity College that enables the recipient to respond

easily to the 'call for action' in that document *eg* to enquire about enrolments, respond to an invitation, update their personal details, attend an event, etc.

At a **minimum** (*eg* on a poster or banner) include:

The Trinity College logo

Web address: [www.trinity.unimelb.edu.au](http://www.trinity.unimelb.edu.au)

**In most cases** (*eg* on print materials):

The Trinity College logo

Web address

Postal address

Telephone

Facsimile (optional – see below)

Email address

CRICOS Code (where required by legislation)

**Also required in some instances:**

Name of the appropriate contact person

Australian Business Number (ABN)

Melways reference

Tram route and stop number

Link to Trinity maps

Entry gate

**These details should be used in the following formats:**

### Website

[www.trinity.unimelb.edu.au](http://www.trinity.unimelb.edu.au)

Include the <http://> prefix in electronic communications, but **not** in printed materials.

Where appropriate, the above address can be expanded to specify the most relevant section of the website *eg* in a Foundation Studies advertisement use [www.trinity.unimelb.edu.au/foundation\\_studies](http://www.trinity.unimelb.edu.au/foundation_studies)

When specifying an expanded web address, use the highest level address that will enable users to find the required information. If further navigation is needed from this point, check that the relevant links are reasonably obvious.

### Postal Address

Royal Parade, Parkville, VIC 3125, Australia

Do not include the University of Melbourne in the postal address (this can delay delivery if it goes via the University).

## Telephone

Format for international publications

Tel: +61 3 9348 7100

Format for local and national

publications only Tel: 03 9348 7100

## Facsimile

Include when appropriate, *eg* useful as a response mechanism, especially for overseas recipients

Format for international publications

Fax: +61 3 9348 7610

Format for local and national

publications only Fax: 03 9348 7610

## Email

Wherever possible, avoid the publication of personal email addresses. Instead, use a generic email alias *eg* [summerschools@trinity.unimelb.edu.au](mailto:summerschools@trinity.unimelb.edu.au)

This minimises disruption due to staff changes and reduces the spam harvesting of personal email addresses. If you need a generic email alias set up, please contact the IT department.

## CRICOS Provider Code

CRICOS Code 00709G

This must be shown (in minimum 6 point font) on all materials sent to, or accessed by, overseas students.

## ABN

ABN 39 485 211 746

Required (in minimum 6 point font) on certain *legal* and financial documents *eg* Annual Reports. If uncertain, please check with the Finance & Administration department.

## Melways Ref

Melways Map 2B, C5

## Tram

Route 19, Stop 12

## Trinity maps

Download maps in PDF format from [www.trinity.unimelb.edu.au/about/location/map](http://www.trinity.unimelb.edu.au/about/location/map)

## Entry Gates

All vehicle entry is from Royal Parade

Gate A – Carpark and Deliveries

Gate B – Main Entrance

Gate C – Chapel Gate

# EDITORIAL GUIDELINES

## TRINITY TERMINOLOGY

A number of Trinity-specific terms have evolved over the course of the College's history and now form part of the Trinity tradition. As such, their spelling and usage should be carefully observed. Commonly used examples include:

**Bulpadock:** the green space which lies physically and metaphorically at the heart of the College. Until about 1960 it was home to the small herd of College cows that supplied milk for the residential community.

**Bulpadok:** the annual student literary journal

**Fleur-de-Lys:** the annual resident student yearbook

**Juttoddie:** the annual 'steeplechase' for new resident students

**Hall:** the Dining Hall, but often referred to without 'the' or 'Dining' *eg* Students wear gowns to dinner in Hall.

**Union of the Fleur-de-Lys:** the Trinity alumni association

**Also note placement of apostrophes in:**

Clarke's building  
Bishops' building

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## THE UNIVERSITY OF MELBOURNE STYLE

For more details regarding the University's styles please refer to [www.marcom.unimelb.edu.au/uni\\_access/pdf/2007\\_ed\\_style\\_guide.pdf](http://www.marcom.unimelb.edu.au/uni_access/pdf/2007_ed_style_guide.pdf)

For convenience, the following are some of the more common queries.

### THE UNIVERSITY OF MELBOURNE

Capitalisation of T in 'The' follows standard punctuation rules ie use lower case unless at the start of a sentence or a title.

When referring to Melbourne as 'the University', University is always capitalised.

It is **not** called 'Melbourne University', or 'the Uni'.

### UNIVERSITY NOMENCLATURE

- Courses use title case *eg* Bachelor of Arts, Doctor of Philosophy.
- Subject titles use title case *eg* Computer Design, Theory of Computation.
- Subject areas and disciplines use lower case *eg* mechanical engineering, botany.
- Non-specific references to degrees use lower case *eg* doctorate, bachelors *degree*, undergraduate *degree*.
- Do **not** use possessive case in relation to degrees *eg* masters *degree* not master's *degree*.
- Names of academic degrees are always capitalised whether written in full or abbreviated *eg* Doctor of Philosophy or PhD
- Vice-Chancellor is always hyphenated.
- The names of University buildings are always capitalised *eg* Wilson Hall.
- Faculty and departments names use title case *eg* Faculty of Arts, School of Physics, Department of Anthropology.
- Non-specific reference to divisions or faculties uses lower case.

## ACADEMIC STYLE

### BIBLIOGRAPHIES

In citing academic publications, the following styles are observed:

#### Books

Author's name(s), *Title of book in italics*, edition, publisher, place of publication, year of publication. If an edited volume, add (ed) after author's name(s) but before the comma.

#### Chapters

Author's name(s), 'Title of chapter in inverted commas', in *Title of book in italics*, name of editor(s) (ed), publisher, place of publication, year of publication, pp first page no–last page no.

#### Articles

Author's name(s), 'Title of article in inverted commas', *Title of journal in italics*, issue/volume number, year of publication, pp first page no–last page no

#### Conference papers

Author's name(s), 'Title of article in inverted commas', in proceedings of the conference name, place, month and year.

#### Theses

Author's name, 'Title of article in inverted commas'. Type of thesis (*eg* PhD thesis). Conferring institution, year.

### QUALIFICATIONS

The following conventions apply:

- A comma is used after the individual's name and after each separate qualification.
- Full stops are not used after abbreviations.

Honours precede academic qualifications *eg* Joe Citizen, AO, BSc *Melb*.

- Degrees are listed in ascending order of attainment.
- Degrees on the same level from different institutions are listed individually.

- Diplomas are listed after degrees.
- Honours degrees are indicated by (Hons) immediately following the degree name without a space *eg* BA(Hons).
- Memberships obtained by payment of a fee are not listed.
- The conferring institution is not listed for Fellowships, except where it forms part of the name *eg* FRSNZ.
- Abbreviations of qualifications used are those adopted by the conferring institution and should be sourced from that institution's website.
- Qualifications are followed by the recognised abbreviation of the conferring institution in italics. The University of Melbourne is abbreviated as *Melb* and the Melbourne College of Divinity as *MelbCollDiv*.
- Where multiple degrees have been awarded by the one institution, the institution is included only once, after the last of those degrees.

#### Examples of the style

Associate Professor Andrew McGowan, BA(Hons) *WAust*, BD(Hons) *MelbCollDiv*, PhD *Notre Dame*

Ms Essie Marendy, BA (Hons) *Qld*, MA *Melb*, Grad Dip (ArtsEducation) *PIT*, Grad Dip (Editing&Publishing) *RMIT*, GradCert(Marketing) *Holmesglen*

Mr Vincent Ramos, BArts *VCA*, BCA(Hons) *Melb*

Mrs Rosemary Blight, BA, Dip Ed, MEd *Melb*

For standard abbreviations of conferring institutions, please refer to the glossary of abbreviations of the *Association of Commonwealth Universities Style Guide*

### STUDENT NAMES

When used in external publications, student names should, as far as possible, include additional information:

- For resident students – Name (year and course)  
*eg* John Smith (1<sup>st</sup> year Arts)
- For Theology students – Name (year and course)  
*eg* Mary Jones (3<sup>rd</sup> year MDiv)
- For TCFS students – Name (TCFS intake, Country)  
*eg* Yeo Amy (TCFS July F/T 2008, Singapore)
- For Summer School students – Name (YLSS month year, Country) *eg* David Brown (YLSS December 2007, South Africa)
- Overseas students' names should appear in the order normally used in their home country. As a broad general guideline:  
Family name last – for students from Indonesia, India, the Middle East, South America etc  
Family name first – for students from China, Malaysia, Singapore, Hong Kong, Taiwan, Vietnam etc

**NOTE:** Under the privacy legislation, permission from the student (or their parent if they are under 18 years of age) is required before their name, photo or other details are published.

Students in the residential College, TCFS and Young Leaders Summer Schools are asked to give this permission when signing their acceptance of offer. Those withholding such permission should be identified accordingly on their computer record – this should be checked before proceeding.

For further information, refer to the Trinity College Privacy Policy – available via the link in the footer of every page of the external website [www.trinity.unimelb.edu.au/info/privacy](http://www.trinity.unimelb.edu.au/info/privacy)

# EDITORIAL GUIDELINES

## TITLES

In all cases, capitalisation of T in 'The' follows standard punctuation rules: lower case unless at the start of a sentence or a title,

The Revd Dr Timothy Gaden will be presiding **but**  
The preacher will be the Revd Dr Timothy Gaden.

The following titles are used at Trinity College:

- The head (CEO) of the College is titled the Warden and President
- The head of the residential College is titled the Dean of the College and is deputy to the Warden in all areas
- The heads of each of the other educational divisions are titled Deans ie  
Dean of International Programs,  
Dean of the Trinity College  
Theological School
- Ordained Anglican clergy are titled the Revd. No apostrophe is used  
ie Revd not Rev'd

**Initial capitals are always used in titles that constitute forms of address:**

Vice-Chancellor, Associate Professor, His Excellency, Sir, Lady, Dr, Ms

**In narrative text, the person's position title should precede their name:**

The Director of Music, Mr Michael Leighton Jones, conducted the orchestra

**not** Mr Michael Leighton Jones, Director of Music, conducted the orchestra

## GENERAL EDITORIAL STYLE

### ABBREVIATIONS AND CONTRACTIONS

Abbreviations, which do not end with the final letter of the whole word, are followed by a full stop.

*eg* ed. (editor), Co. (company), p. (page), pp. (pages), ch. (chapter), vol. (volume)

Contractions, which end in the last letter of the whole word, are **not** followed by a full stop.

*eg* Dr, Mr, Mrs, St, edn (edition), eds (editors)

Similarly, although not strictly correct, many common abbreviations derived from Latin are used without full stops.

*eg*, ie, NB, PS

### ACRONYMS AND SYMBOLS

Strings of capital letters do **not** have full stops between the letters.

*eg* USA, UNESCO, NSW

Acronyms should be used sparingly.

When first mentioned in a document, the full name should be given, with the acronym enclosed in parenthesis at the end of the name. The acronym can then be used throughout the rest of that document.

*eg* Trinity College Foundation Studies (TCFS) was established in 1990. There are now over 8,000 TCFS alumni around the world.

### ALUMNUS/ALUMNI

This Latin term for a former student still observes the rules of Latin grammar ie it has different forms for masculine or feminine and singular or plural which should be carefully observed.

When referring to a group of mixed gender, use the masculine plural form, alumni. In all other cases, select the correct version from the table below.

	Singular	Plural
<b>Male</b>	alumnus	alumni
<b>Female</b>	alumna	alumnae

In general, none of these terms are capitalised, except when part of the formal name of an organisation, etc.

### APOSTROPHES

Apostrophes are used:

- to indicate the omission of one or more letters  
*eg* it is becomes it's, we are becomes we're
- to indicate possession.  
For singular nouns, the apostrophe is followed by an s, including after nouns ending in s  
*eg* tomorrow's menu, Clarke's building, please return Fergus's book
- Plural nouns that do not end in s are treated similarly  
*eg* the children's school, the Women's Hospital
- For plural nouns ending in s, the apostrophe follows the s at the end of the word, but an extra s is **not** added  
*eg* Bishops' building, students' results

### Common mistakes

Confusion of **its** (indicating possession) and **it's** (indicating a contraction)

*eg* it's dangerous if a tree drops its branches

# EDITORIAL GUIDELINES

**not** its dangerous if a tree drops it's branches

Confusion of **your** (indicating possession) and **you're** (indicating a contraction)

**eg** it is your responsibility to ensure you're on time

**not** it is you're responsibility to ensure your on time.

Similarly, **their** and **they're**.

## CAPITALISATION

**See also the sections on the University of Melbourne, Trinity College and Academic Styles for guidelines on capitalisation in those contexts.**

In general, minimal capitalisation applies.

However, initial capitals should be used for the names of specific people, places and organisations, but can be dropped when they are referred to generically.

**eg** the Reserve Bank of Australia or the Reserve Bank, but the bank Commonwealth, in the context of the Commonwealth of Australia, is always capitalised.

**eg** the Commonwealth Government, defence is a Commonwealth responsibility

Government, parliament and federal are only capitalised when part of a formal title.

**eg** the Australian Government, but government *regulations*

**eg** the Commonwealth Parliament, but the debate in parliament

**eg** the Federal Court of Australia, but defence is a federal responsibility

Capitalise Indigenous and Aborigine when referring to Australia's original inhabitants and their descendants

**eg** Indigenous Australians, Indigenous students, Australians of Aboriginal descent

## DASHES

An en-dash (en-rule, short dash) is used in two ways:

- without spaces on either side, to connect a span of numbers (23–29), a period of time (May–December, 1939–45), an expression of distance (Melbourne–Brisbane), or in place of 'and' (Liberal–Country Party coalition)
- with a space on either side to serve as parentheses  
**eg** The Bulpaddock – a major component of Trinity's tranquil ambience – has been affected by drought.

An em-dash (em-rule, long dash) is used, without spaces, as an alternative form of parentheses  
**eg** The Bulpaddock—a major component of Trinity's tranquil ambience—has been affected by drought.

The use of these dashes must remain consistent throughout any given document.

## DATES

Write as Wednesday 3 September 2003, or 3 September 2003, with no punctuation and no suffixes or superscripts

**not** 3 September, 2003 (no comma required)

**not** 3<sup>rd</sup> September 2003 (no superscript needed)

**not** September 3, 2003 (day should precede, not follow, the month. This avoids having to separate consecutive numbers.)

In a sentence, spell out days (if needed) and months in full

**eg** At the meeting in November 1997, **not** At the meeting in Nov '97.

Refer to decades as 1990s

**not** 1990's, nineties, or '90's

Write date spans as 2004–07, or 1985–97, or across centuries as 1998–2004, linking the numbers with an en-dash, without spaces.

**not** 2004 - 07 (hyphen with spaces)

**not** 2004 – 7 (use two digits for the second number, and no spaces around the en-dash).

## DOT-POINT LISTS

Each series of dot points should be introduced by a sentence, or part of one, followed by a colon.

All dot points within a series should have the same grammatical structure.

If all the dot points are full sentences, each should start with a capital letter and end with a full stop.

If the dot points are fragments of sentences, each should start with a lower case letter and end without punctuation, except for the last in the series, which should end with a full stop (to end the overall sentence).

For more details refer to *Style Manual for Authors, Editors and Printers* (see above).

## FORMATTING OF TEXT

*Refer also to individual style guide templates and instructions in the Trinity College Design Style Guide.*

The following are general guidelines only but reflect overall Trinity style. Adherence to these guidelines wherever possible will assist in creating consistent documents and publications.

### Font style

Use normal, bold or italic as required. Underlining should be kept to a minimum (**eg** for web links) or avoided as far as possible.

### Paragraph breaks

Use double line spacing between paragraphs. No indenting

# EDITORIAL GUIDELINES

## Sentence breaks

Use one space only, **not** two.

## HYPHENATION

The use of hyphens should be consistent throughout a given document, even though the rules concerning their use are quite variable. When in doubt, consult the useful references given above.

As a general rule, words should only be hyphenated to improve clarity of meaning. Elsewhere, use of hyphens should be minimised..

*eg* use cooperative not co-operative, coordination not co-ordination

**but**, 'Thirty-odd couples took to the dance floor', **or**  
'My mother-in-law is visiting'.

Compound adjectives preceding a noun should be hyphenated,

*eg* as a first-year student, he enrolled in a full-time course

but **not** when these words are used as a simple adjective and noun,

*eg* in the student's first year,

Do **not** hyphenate adverbs ending in y

*eg* quickly absorbed, generously donated, **not** quickly-absorbed or generously-donated

However, adverbs not ending in y should be hyphenated

*eg* well-known, ill-prepared

## NAMES

Minimal punctuation is used. No full stops are placed between or after initials:

AGL Shaw, CP Bairstow

## NUMBERS

In a sentence, spell out one to nine. Use digits for 10 onwards.

Use digits to express scores, sums of money, percentages, or measurements

*eg* showed a 56 per cent increase

*eg* Trinity, 10 goals 6 behinds, 66 points, defeated Ormond, 10 goals 2 behinds, 62 points.

Do not start a sentence with a numeral – either restructure the sentence, or spell out the number in words

*eg* Ninety-two people attended the meeting.

*eg* The board received 621 complaints.

In a sentence, spell out first, second and third.

In a sentence, spell out first-year, **not** 1<sup>st</sup> year.

*eg* students must choose two first-year subjects

**not** students must choose two 1st year subjects

However, when identifying a student's course and year in parenthesis after their name, use the format (1<sup>st</sup> year Arts) – see *Students' Names*

In referring to a person's age, spell out decades,

*eg* he was in his nineties,

but use numerals for an exact age,

*eg* he was a 92-year-old man.

## QUOTATION MARKS

Use single 'quotation marks' for direct and reported speech.

Use "double quotation marks" for quotes within quotes.

'The Chairman described the decision as "an historic landmark" when addressing the meeting,' the Dean said.

**Exception:** If preparing press releases or other material intended for publication in the general media, the above convention is reversed ie double quotes for direct speech and single quotes for quotes within quotes.

## SPELLING CONVENTIONS

When unsure of spelling, please consult the *Australian (Concise) Oxford Dictionary* for general guidance.

The English language is constantly evolving, with British and American spellings serving as reference points. Australian usage generally lies somewhere in between, adopting conventions from both sources.

Often, there is no 'right' or 'wrong' spelling. Rather, it is important to adopt particular conventions and then use these consistently in all publications.

### Conventions commonly used at Trinity College include:

-ise (**not** -ize), as in civilise, realise, authorise, organisation  
(Watch out for auto correction to -ize in MS-Word!)

-yse (**not** -yze), as in analyse

-our (**not** -or), as in colour, labour, honour

-program **not** programme

-flyer **not** flier

-ement (**not** -ment), as in acknowledgement, judgement

-ll (**not** -l), as in travelled, modelled, cancelled, equalled, enrolled, expelled, install

### but

-l (**not** -ll), as in distil, enrol, appal, expel, fulfil, instil,

-t **vs** -tt, as in benefited, budgeted, marketed, targeted

### but

-tt **vs** -t, as in admitted, *regretted*, rebutted (use tt only if the syllable ending in t is stressed)

# EDITORIAL GUIDELINES

## TITLES

Place titles of books, plays, properties, musical works, etc. in italics without quotation marks

*eg War and Peace, Macbeth, Yarralumla, Bolero*

## WEB ADDRESSES

In print publications, the `http://` prefix on a web address should **not** be included

*eg* `www.trinity.unimelb.edu.au`

**except** where there is a different prefix *eg* `https://` (as on a secure site) or `ftp://` (for downloading software). In both of these cases the prefix must be included.

In email newsletters and on web pages, the prefix should be included so that it can function as a direct link.

## WEB WORDS

Writing home page, web page and web site as two words is preferred.

However, the single-word versions of homepage, webpage and website are also acceptable provided the selected usage is consistent throughout the document.

Use email, **not** E-mail or e-mail

However, Trinity's email newsletter for alumni and friends is *Trinity E-News*

Write online as one word, **not** on-line.

When referring specifically to Trinity's Theology ONLINE program, all-capitals should be used.

Capitalise Internet if referring to 'the Internet', but not if referring generally to an internet site.

Similarly, capitalise Intranet when referring to Trinity's Intranet (internal web site), but not when referring non-specifically to an intranet.

The same guideline applies to the Trinity College Portal, but not to general, non-specific use of the word portal.

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## WRITING FOR THE WEB

Web usability studies show that:

- people read screens more slowly than they read print
- people are more likely to scan information on web pages than read it from start to finish.

Remembering these differences will help you write more effectively for the web.

## GENERAL TIPS

Adapted from *ACU Public Relations, Marketing & Communications Network Enewsletter, 2004*:

1. Make sure your focus/purpose is clear before you **begin** to write. If your writing wanders, your readers probably will too.
2. Write in active voice instead of passive. You'll be able to make your points more quickly and have a better chance of keeping your reader interested.
3. Be clear and concise. This is important in ALL writing, but it's particularly important on the web where readers are just a click away from finding another source of information.
4. Use the 'inverted pyramid' style of writing – put your most important information first, and the least important last. This will increase the chances of your key messages being read before the reader leaves the page, whenever that might be.
5. Use fewer, smaller and simpler words, and keep your paragraphs short. It will make your document look 'easier' to read.
6. Use informative and meaningful headlines so that readers will know what to expect from your content.
7. Emphasise key concepts by using bold or colored text, but avoid using italics because it can be difficult to read on a screen. Only use underlining for links.
8. Use subheadings to break up your text. They'll help readers find what they're looking for more quickly when they scan the page.
9. Use lists (with bullets or numbers) to break up the copy and make it easier for readers to pull out the key concepts.
10. Use links to provide background and supplementary information, instead of trying to include all of it on one page.
11. Ensure content is current and accurate.

# EDITORIAL GUIDELINES

## PAGES ON THE WEB

- In general, each page at the upper levels should contain 70–300 words.
- Start with the key point so that users get the gist of the page even if they don't read it all. The reader should be able to stop at any time and still have read the most important information on that page.
- Do not assume that users will scroll down beyond the screen that is immediately visible on entry, or that they will see exactly the same view as you do. On longer pages, how much the reader can see on entry depends on many variables beyond your control.
- Keeping text short does not mean sacrificing depth of content. Additional background information can be placed on one or more subsidiary pages and accessed by those who are interested (via related links) without cluttering the page for those who only want the main facts.

## PARAGRAPHS ON THE WEB

- Consider paragraphs as 'chunks' of information that will probably be scanned rather than read.
- Keep paragraphs to no more than 100 words – preferably less.
- Use a crisper, more 'staccato' approach – less narrative, more facts.
- Make your main point in the first sentence. The remaining sentences should contain the supporting material for that main point.
- Include only one idea per paragraph.
- Use meaningful headings and dot points to improve 'scanability'.
- Use captions and 'pull quotes' to reinforce your message.

## TOPE OF WRITING

- Be succinct – write no more than **50%** of what you would write for print.
- Be more personal. You are communicating one-on-one with the user.
- Empathise. Look at your content from the user's point of view. What's in it for them?
- Be less formal, but remain grammatically correct.
- Write in plain English. Use familiar words, phrases and concepts. Remember that the web is worldwide, so English may not be the reader's first language.
- Avoid jargon and colloquialisms.
- Avoid culturally sensitive language.
- Specify currency, *eg* AU\$100 or AUD100
- Use international format (including country and area codes) for telephone and fax numbers *eg* +61 3 9348 7100
- Use objective language. Avoid hyperbole and unsubstantiated claims – they reduce credibility.
- Stay informative.
- Remember, the reader does not have to stay on the site – they can leave at any time if they are not getting what they need or enjoy.

## LINKS

- Do not use 'click here' or similar as link text. Instead, use the name of the page you are linking to as the link text *eg* the link [Indigenous perspectives](#) should link to the page headed 'Indigenous perspectives'.
- Avoid too many links in the body of your text. These can distract readers and take them away from your information. Instead, create 'related links' (in Silva 'properties') which display prominently in red at the top right of the page, and/or include a list of links under the text at the bottom of the page.
- Include file type and size in brackets after the link text when linking to a non-HTML file *eg* [Application form](#) (PDF 36KB)





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