SENSE Style Sheet

This style sheet covers some of the key issues you are likely to have to deal with when writing or editing text for the SENSE website (sense-online) and our magazine, eSense.

SENSE uses Oxford English spelling e.g. "colour". When in doubt about your spelling, please check the *Oxford English Dictionary* **or OED online.** For more detailed style issues, please refer to *The Economist Style Guide* **online** or download the **pdf**.

If you use **PerfectIt**, note that it has *The Economist Style Guide* available as a **free style sheet.** After downloading and importing the pft file, do take care to customize one important spelling preference. *The Economist* says "Use -ise, -isation (realise, organisation) throughout."

SENSE always follows the OED first and uses -ize, -ization endings. Watch out for words like "advertise" and "analyse", which retain the –s spelling. When in doubt, look it up!

Key style issues for sense-online

– Always write the name of the Society as SENSE. Please avoid any of the 15 variations
– Always write the name of our magazine as eSense
– When referring to SENSE as "the Society", capitalize "Society"
– When referring to SENSE's website, use "sense-online"
– Use e-mail
– Use website, web page
– Use internet (lower case, not Internet)
– Use conven**er** (**not** conven**or**)

Key style issues for eSense

Double quotes
– Used to denote speech. Example: Jane said, "I like chocolate."
– Used to indicate words with unusual meanings ("scare" quotes).

Single quotes
– Used to denote speech within a quote. Example: Jane said, "John just said 'I love chocolate', while I merely like it."

Italics
- Used for foreign words – but not for proper names, for example "The Raad voor de kindersbescherming got involved" but "The party was very *gezellig*".
- Used for titles of books and periodicals, **except eSense (no italics) (no bold either).**
- Used for stress words (rather than bold or underline).

Bold
- Used for headings and the first paragraph (Introduction) of every article.
- Used for links (happens automatically when link is added).

Capitalization
- Capitalize names, places and titles.
- Capitalize the first word in headings and subheadings.

Numbers
- Write one to ten in full, then use numerals.
- Use numerals for percentages, decimal fractions, etc. (5%, 5.5, 5½).
- Use numerals in a set containing numbers higher than ten (3, 6 and 14).
- Use numbers for amounts of money (€5).
- Use commas in numbers starting from 1,000.

Currencies
- Use the common symbols (€, £, $).
- Use abbreviations for other currencies or write them out in full.
  Example: CAD or Canadian dollar.

- Do not use a dash or two zeros when quoting a round amount.
  Example: €5, not €5.00 or €5-.

Times and dates
- Use the 24-hour clock, without "hours".
  Example: 20:00, not 20:00 hours.

- Use date, month, year order.
  Example: 26 September 2008, not September 14th 2008.

Telephone numbers
- If it is clear that the number is in the Netherlands, then just give the area code and number.
  Example: Call the Utrecht VVV on 030 123 4567.

- In other cases use the international format.
  Example: Call the UN in Geneva on +41 (0)22 123 4567.

Commas, apostrophes, colons
– Use serial commas only where they are needed to avoid ambiguity.
– Do not use apostrophes in plurals. Example: 1990s, VPNs.
– Do not capitalize the first word after a colon.

Bulleted lists
– If the items in the list are short, do not capitalize them, do not follow them with a semicolon, do not use a full stop after the last item.
– If the items constitute one or more full sentences then do use full stops.
– If in doubt, use commonsense.

Translations of foreign terms

Organizations
Use official translations as given on the organization's website but also give the Dutch name the first time, e.g. "The **Raad voor Rechtsbijstand or Legal Aid Board** is about to introduce a new decree regarding permanent education."

If there's no official translation, use the Dutch name but explain what the organization is or does, e.g. "If you meet the criteria, **Bureau btv (operating on behalf of the Legal Aid Board)** will renew your registration."

If there's an English-language equivalent of a certain phenomenon and the associated word recurs frequently in the text, use the English equivalent and give a gloss the first time: "In addition to being a translator, SENSE member XYZ runs a **supper club**, **known in Dutch as a** *huiskamerrestaurant* **or** *thuisrestaurant* – an opportunity to eat well outside your home without having to cook or wash up, and at an affordable price."