

APENDIX 1 – Acas Style Guide

Report title (h1)

Published date: format: 01/05/2020

Publication author:

Section title (h2)

Break up text

Please use paragraphs and bullets to break up the text – long paragraphs are harder to read.

Bullets

When using bullets, you need a lead-in line which ends with a colon:

- each bullet starts with lower case and is one sentence per bullet, without any full stops
- break up longer bullets if necessary to keep one idea per bullet - use commas or dashes to expand on an item
- do not put 'or' or 'and' after the bullets
- there is no full stop after the last bullet point

Numbered lists

When using a numbered list to guide a user through a process, there's no need for a lead-in line and you punctuate each numbered step with an initial capital letter and end each step with a full stop.

Here's an example.

1. Organisational change: both in terms of how this is managed and how it is communicated to employees.
2. Downsizing and work intensification and the impact this is having on stress levels and work-life balance.
3. Line management capability to engage with staff when it comes to interpersonal interactions, particularly around performance management systems.

Hyperlinks

If linking to an external report, please provide the url of the host page if possible – links to PDFs can generate error messages if the file is archived/replaced/removed.

Links to downloads

If you do link to a file, please hyperlink the title of the report, and provide the file type, size and number of pages in brackets afterwards. For example:

The government published its review of mental health and employers, ['Thriving at work'](#) (PDF, 1MB, 84 pages).

Section sub heading (h3) - use for first level of sub headings in each section

Section sub heading (h4) - use for 2nd level of sub headings in each section

Images

If using images, please supply as separate image files (png, jpg or tif) and mark in the template where you want the image to appear.

Alt text

Please supply alternative text for images conveying information not presented in the surrounding text, such as graphs, bar charts, pie charts.

Any non-decorative images (including charts or diagrams) should have an accompanying text description. That way, users can still access the relevant information even if they cannot see the image.

Case studies/boxes

If using examples/case studies, please don't refer to them as 'boxes', for example Box 1.1, because the system cannot present the information in a box. We can highlight it using the 'example' or 'call-out' formatting.

How an 'example' looks:

Case study 2.2: Virgin's redesigned red uniforms

Virgin Atlantic's flying crew are clearly identifiable by their red uniforms. The organisation is known for its attention to detail in dress and for making a substantial investment in their clothing line for in-flight staff, using designer Vivienne Westwood for example.

The following was stated in their 2013 press release relating to their newly designed uniforms for female employees:

"The suit is in the iconic Virgin red and the silhouette extremely feminine to fit all shapes and sizes. The jacket enhances the female form with the aid of cleverly placed bust pleats, a nipped in waist and a curved hip line and the pencil skirt which looks deceptively simple from the front then reveals a cheeky dart and double pleat at the back." (Virgin Atlantic, 2013)

In an interview that unveiled Virgin's redesigned red uniforms, Sir Richard Branson, founder of the Group, pointed to the perceived link between clothing and job performance:

"If you dress in clothes that make you feel you look good, you're gonna smile, you're gonna be happy, you're gonna do your job a lot better." (Virgin Atlantic, 2014)

How a call-out looks:

Download a written terms ('written statement of employment particulars') template.

Tables

If using tables for data, please keep them simple because the CMS does not allow for split cells or rows.

NB Do not use tables to present text only - this is not accessible. It should be presented as body text with headings and sub-headings instead.

Who respondents would report sexual harassment to. Base: GB workers who would report (775)	
Option	Would feel comfortable reporting it to this person
My line manager	71%
Another manager in my workplace	35%
Someone in HR	43%
Colleague	27%
Trade union representative	20%
Other	2%
Do not know	3%
Prefer not to say	0%

Acas house style

Please can authors be made aware of the [Acas style guide](#); we will light-touch edit the HTML publication to comply with this.

Main points to be aware of:

- sentence case in titles and headings
- numbers as numerals not words
- hyphens to en dashes in running text,
- use 'to' in year ranges like 2020 to 2021 (and state if financial, academic or calendar year)
- break up long paragraphs with line breaks
- 'per cent' to %
- Use 'or' not a slash /
- replace eg with for example and ie with meaning or that is
- avoid 'etc'
- Do not use footnotes because they're designed for reference in print, not web pages; use a hyperlink or explain in the text

Visualisations

Guidance for use in creating charts and tables:

<https://style.ons.gov.uk/category/data-visualisation/>