



RCSI

# STYLE CHEAT SHEET

STYLE	RULE	EXAMPLE
<b>RCSI BRAND</b>		
Tone of voice	We are informative, knowledgeable and respectful of our audience. We are never elitist, condescending or arrogant. We use simple, active language. Referring to ourselves as 'we' not 'it' or 'they' when speaking on behalf of the University/College.	<i>Placing the patient at the centre of all that we do, our values of respect, collaboration, scholarship and innovation continue to unite and direct our purpose.</i>
Naming convention	RCSI achieved university status in 2019 and is now officially 'RCSI University of Medicine and Health Sciences' when referring to our educational programmes (Undergraduate, Postgraduate and CPD) research and other activities.  The full correct title is RCSI University of Medicine and Health Sciences – there is no punctuation and no 'the'.	<i>RCSI University of Medicine and Health Sciences has ranked number one in the world for SDG3 'Good Health and Well-being' in the Times Higher Education (THE) University Impact Rankings.</i>
	Official RCSI building names should always be used, never internal abbreviations or colloquialisms.	<ul style="list-style-type: none"> <li>• 123 St Stephen's Green (not 123 SSG or 123 Stephen's Green)</li> <li>• 26 York Street (not No. 26 York Street, Number 26 or any other variant)</li> <li>• Smurfit Building, Beaumont Hospital (not ERC, Beaumont; Education &amp; Research Centre; RCSI Beaumont or any other variant)</li> </ul>
	It is still correct to refer to RCSI as the 'Royal College of Surgeons in Ireland' or 'College' under the following circumstances: When referring to the Office of the President or writing on behalf of the Office of the President; in reference to the surgical side of the institution, specifically the work of the Department of Surgical Affairs and by our Postgraduate faculties.	Example: 'The President of RCSI, Professor Laura Viani, was speaking on behalf of the College at an event in the UK ...'
<b>PUNCTUATION</b>		
Full stops	Full stops never appear with Dr, Mr, Mrs, Ms – as these are all contractions – however they are required for abbreviations, e.g. Prof.	<i>Dr Brian O'Connell and Mrs Shona Ryan accompanied Prof. John Murphy to the conference.</i>
Hyphens	Use hyphens to avoid ambiguity or to form a single idea from two or more words.	<p><i>The following should always be hyphenated:</i></p> <ul style="list-style-type: none"> <li>• <i>Not-for-profit</i></li> <li>• <i>Patient-centred</i></li> <li>• <i>State-of-the-art</i></li> <li>• <i>World-class.</i></li> </ul>
Quote marks	A full stop at the end of a quotation goes inside the quote marks if the material quoted is a complete sentence and outside if it is not. Single inverted commas should be used for quotes within quotes.	<p><i>He said: "Congratulations to Professor Keane and her team on this momentous achievement."</i></p> <p><i>But</i></p> <p><i>He congratulated Professor Keane and her team on a "momentous achievement".</i></p> <p><i>"When I say 'immediately', I mean some time before April," the doctor added.</i></p>

STYLE	RULE	EXAMPLE
<b>SPELLING AND GRAMMAR</b>		
Capitalisation	Capitalise 'University' or 'College' only when using the full title of an institution or when referring to RCSI but only if it applies to a sentence when you can easily substitute 'RCSI' for 'College' or 'University'.	<ul style="list-style-type: none"> <li>• 'National College of Ireland' but not 'I went to college in Dublin city centre.'</li> <li>• 'RCSI is internationally recognised as a leader in healthcare education. The University has a reputation of developing future healthcare leaders.' But not 'RCSI is a great college.'</li> </ul>
	Only capitalise 'alumni' when referring to RCSI Alumni	RCSI Alumni, Fellows and Members are invited to a special event ...
	Always lowercase email addresses	foconnor@rcsi.ie
Ampersand	The ampersand symbol (&) should not be used in place of the word 'and'. The only time ampersands are acceptable is if they are part of branded, official names.	Johnson & Johnson
Spelling	Always use British English	<ul style="list-style-type: none"> <li>• anaesthesia not anesthesia</li> <li>• gynaecology not gynecology</li> <li>• programme not program</li> <li>• paediatrics not pediatrics</li> </ul>
<b>NUMBERS, FIGURES AND DATES</b>		
Dates	The correct date format is: [day of the week], [date] [month] [year]	<p>Friday, 21 October 2016</p> <ul style="list-style-type: none"> <li>• (From) 21-23 October</li> <li>• (From) 21 October to 7 December</li> <li>• (Between) 21 and 23 October</li> <li>• (Between) 21 October and 7 December</li> </ul>
Time	In general text, time should be written in the 12-hour clock (24-hour clock only acceptable in a table format), including 'am' and 'pm' with no punctuation.	<ul style="list-style-type: none"> <li>• 2pm</li> <li>• 12:30am</li> <li>• From 2-4pm</li> </ul>
Numbers	Numbers from one to nine should be spelled out in full, figures can be used from 10 upwards, and for currency and all numerals that include a decimal point or a percentage.	<ul style="list-style-type: none"> <li>• Two apples</li> <li>• 10 apples</li> <li>• €6</li> <li>• 4.25</li> <li>• 25% not 'twenty five percent' or '25 per cent'</li> </ul>
Telephone numbers	Telephone numbers should be formatted in a specific way, see examples and note the spacing and use of parenthesis.	<ul style="list-style-type: none"> <li>• Seven digit: (01) 123 4567 or +353 1 234 4567</li> <li>• Six digit: (028) 123456</li> <li>• Mobile numbers: 086 123 3456</li> <li>• International: +0044 (0) 1 123 456</li> </ul>



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