

Little Hearts Matter Brand Style Guide

Last updated Sept 2022 by BC & SJ

Contents

3	About the LHM brand
5	Logos
8	Colours
11	Typography
13	Photography
17	Illustration
18	Banners
19	Information
20	The LHM Website
21	QR Codes
22	Social Media
23	Marketing
24	Fundraising
26	Copyright
27	Terminology



More than just a logo

Little Hearts Matter exists because of the isolation, fear and lack of understanding created when a child has only half a working heart. Our vision is to ensure families are able to cope with the diagnosis, treatment and lifestyle challenges created by a single ventricle heart.

Many elements of our brand come together to create a distinctive look and feel that makes the Little Hearts Matter identity instantly recognisable. The brand of Little Hearts Matter is about how we make people feel, how we conduct ourselves and how we connect with our members and wider audiences. Our tone of voice and core values are to always be caring, thoughtful, mindful, empowering, creative, nurturing, resourceful, open and honest.

This document will assist you in designing, creating and setting up communications that will be on-brand and consistent with our vision and values. **Please follow these guidelines carefully.**



The aims of LHM

To alleviate isolation by offering support and understanding from the time a diagnosis is made, through treatment decisions and into life at home, eventually introducing parents and patients to other families who have similar experiences and shared concerns and helping them to build a network of support.

To reduce fear by offering patients, parents, siblings and the extended family a greater opportunity to understand the diagnosis and treatment paths available.

To reduce confusion and a lack of understanding by producing and supplying free information that supports and aids understanding from the time of diagnosis, through treatments and into life at home.

To raise a greater awareness within Medical, Educational, Social and Governmental circles of the needs of children, and their families, as they travel through every stage of their lives.

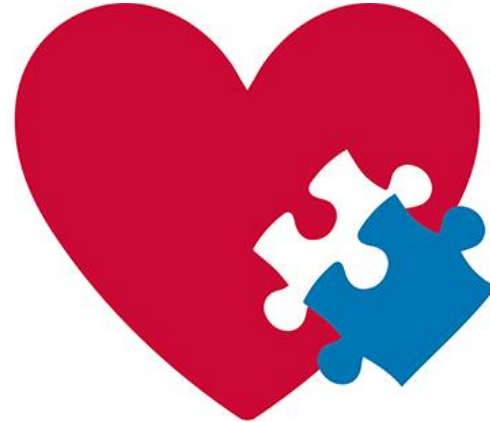


Logotype

A puzzle piece reflects the part of the heart that has not formed. Blue is symbolic of the fact that children with half a working heart are cyanosed.

At the heart of our visual identity is our logo. This is a very valuable asset to the charity, it carries a deep history and meaning. Please never misuse our logo.

To ensure its legibility and visibility, the logo must be surrounded with a suitable **clear space** and never be shown smaller than 200 pixels squared. In some instances where the full logo is not needed or is surplus to requirement, the **logo-mark** can be used in its place, with the text removed, such as for social media profile pictures.



Little Hearts Matter

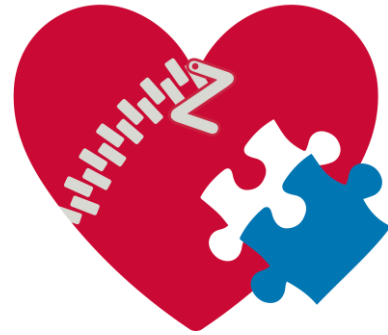
Secondary Logos

Our secondary logos provide representation to our ever-growing LHM community.

As our young members have grown older, their needs have changed. As a response, we have expanded the support services available to teens and adults living with half a working heart. We felt it was important to solidify this in our visual identity, so we have introduced logo variations to create a clear distinction between the different support groups within LHM, while never losing a connection to the core identity.

The **LHM Youth Zone logo** is used when representing LHM members aged 11 to 17. The zipper icon is symbolic of the surgery our young members go through.

The **SVHC Adults logo** is used to represent adults with half a working heart, aged 18+. The purple heart is symbolic of the mixing of oxygenated and deoxygenated blood.



Logo misuse

Please give our logo the respect and care it deserves. Below are some common examples of logo misuse, note this list is not exhaustive. All of our graphics are available to download in high resolution format, from the branding section of our website. Please do not screenshot or save our imagery from social media.

Please contact us if you need our logo in a special format, we will be happy to help you.



Little Hearts Matter

Do not change the colour of our logo.



Little Hearts Matter

Do not stretch or distort our logo.



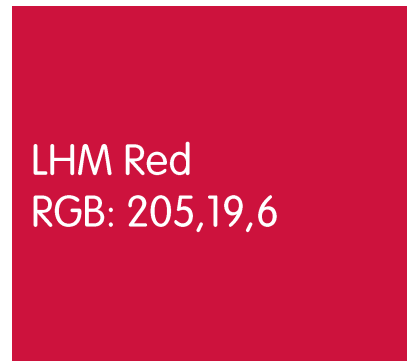
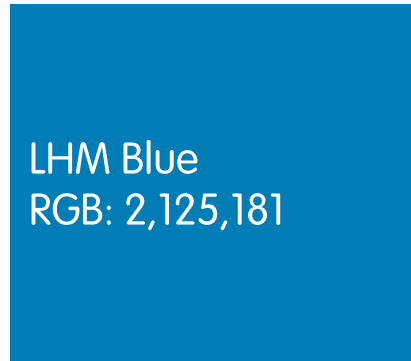
Little Hearts Matter
This text is too close

Please allow a suitable clear space.

Primary Brand Colours

The LHM Blue and LHM Red are symbolic colours of the left and right sides of the human heart. These two colours form the foundation of our branding, and you will find them taking the lead on most of our digital and physical assets.

These primary brand colours are examples of warm and cool colours, which contrast each other yet still work well together. It is not appropriate to use these colours on top of each other (for example, by applying LHM Red text to an LHM Blue background) as they will clash. However, when used next to each other, they effectively complement each other.



Secondary Brand Colours

Our secondary colour palette uses vibrant hues that add friendliness to our visual identity. We refer to this palette when producing artwork for digital campaigns, event advertisements, and character illustrations. The secondary colours can be used for traditional collateral, such as publications, but must not dominate the primary brand colours.

Deep Sky RGB: 1,165,200	Violet RGB: 136,82,168	Pink! RGB: 239,45,127	Kermit RGB: 111,191,85
Berry RGB: 221,139,187	Taxi RGB: 248,156,40	Scrubs RGB: 97,197,179	Tango RGB: 244,127,42

Tones



*Note – This secondary palette is not exhaustive. In some cases, particularly for dynamic artwork, we may use a variant of tones of these colours to create depth.

Greyscale colours

The grayscale is a range of grey tones from white through to black. Though these colours do not reflect our branding, they are an essential part of any designer's toolbox and, as such, must be observed in this style guide. The white is largely used for backgrounds and text. The greys are used for bordering and accents. Please note that black must be used carefully and never as a background colour. It should be used for body text and line work only.

White RGB: 255,255,255	Moody Cloud RGB: 225,228,226	Grey Day RGB: 184,184,183	Thunder Storm RGB: 143,143,143	Black RGB: 0,0,0
---------------------------	---------------------------------	------------------------------	-----------------------------------	---------------------

Earth Tones

As with the greyscale colours, earth tones do not define our visual identity, but having them at our disposal provides much more creative freedom. Particularly for projects such as character illustrations.

Sands RGB: 242,226,189	Blossom RGB: 254,230,216	Peach RGB: 244,207,186	Coffee RGB: 198,154,113	Earth RGB: 149,115,84
---------------------------	-----------------------------	---------------------------	----------------------------	--------------------------

Primary Typeface

Consistent use of typography generates a recognisable brand. That is why we chose soft, approachable and modern font styles, to match our tone of voice. Our font choices also allow us to maximise the accessibility and readability of the information we produce, particularly our medical and lifestyle information. The LHM audience is diverse, so it is important that our written info can be accessed by people of all ages, backgrounds and educational levels.

Enter our primary typeface, VAG Rounded Standard. This is to be used for all **titles, headers** and **calls to action**. VAG is a sans serif font, legible at all sizes and thickness levels within expected standard use. We chose this sans serif font because it is cleaner, less distracting and easier to read than a serif font.

Little Hearts Matter - VAG Rounded Standard Bold

Little Hearts Matter - VAG Rounded Standard Light

Secondary Typeface

Helvetica is our secondary typeface to be used for all **body text**. Helvetica is a neutral font that is compatible with any kind of content. This is important for LHM as the style will not distract from any important information. Helvetica is another sans-serif font style, with clearly distinguished letters *and* spacing between the letters. This makes our information pages much more accessible, particularly for extensive pieces of written text, such as our ***conditions and treatments*** pages.

Half a heart not half a life - Helvetica Neu Std

Half a heart not half a life - Helvetica Neu Std Thin

'Love Ya Like A Sister' is our font aligned with the LHM Youth Zone aesthetic. We use this font for any Youth Zone related **headings** and **calls to action**. This is a serif typeface so must be used sparingly for creative purposes only. We would never use this typeface for body text.

Half a heart not half a life – Love Ya Like A Sister

Photography

Photographic style is as important to our brand as typography and colour palette. A good photo can speak volumes and conveys our message clearly. It is important to ensure that the photos we publish are always high quality. Original copies of photos should be obtained along with formal consent to publish the photo – ***see consent on page 16***. We will avoid use of stock photography unless absolutely necessary.

The charity has various aims across support, awareness and fundraising, so this allows some flexibility for the subject matter of the photos we publish. That being said, photos must always be reflective of this style guide and be representative of **all** LHM members. LHM embraces having a diverse audience and membership, so we work hard to publish imagery that is representative of everyone - to ensure a welcoming, inclusive atmosphere.

See next page for our photography style guide.



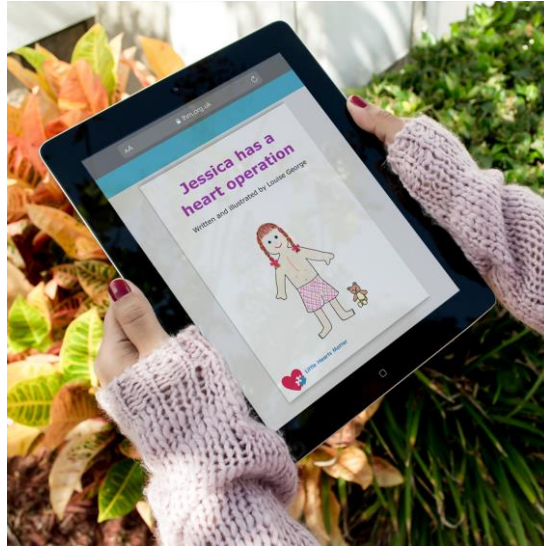
Photography

The LHM look and feel



Photography

The LHM look and feel



Photography Consent

Little Hearts Matter is a third sector organisation working with vulnerable people and their families. It is absolutely crucial that we obtain formal permission from our members before publishing their photos, videos or stories online.

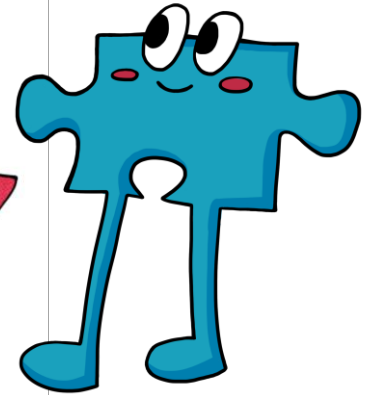
The consent process ensures that members are aware of our intentions with their photos and videos, how they will be stored, where they might be published and how the public can access them.

When we receive content from a member, they will be sent our photo permissions statement, asked to read the statement in full and reply in writing with formal consent for LHM to use the content in the ways outlined in the document. For content including under 18's, we will always ask for consent from the legal parent or guardian. Permission are then stored in an LHM file. If permission cannot be obtained or is rejected, we will withdraw the content and remove it from our files.



Character illustration

Illustrations reinforce the visual language of our brand, but they also give us the freedom to say more nuanced things than our logo type. We use a consistent hand drawn style of illustration with a relaxed take on the human form. Illustrations should align with the LHM values outlined on page 3, they should also create an inclusive atmosphere and be reflective of our diverse audience – **as outlined in our photography guide on page 13.**



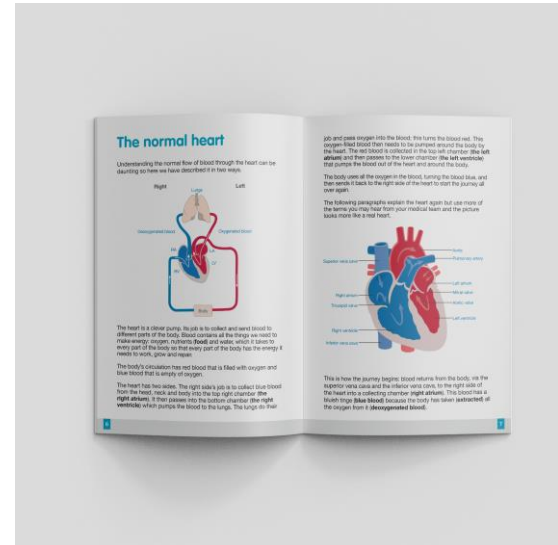
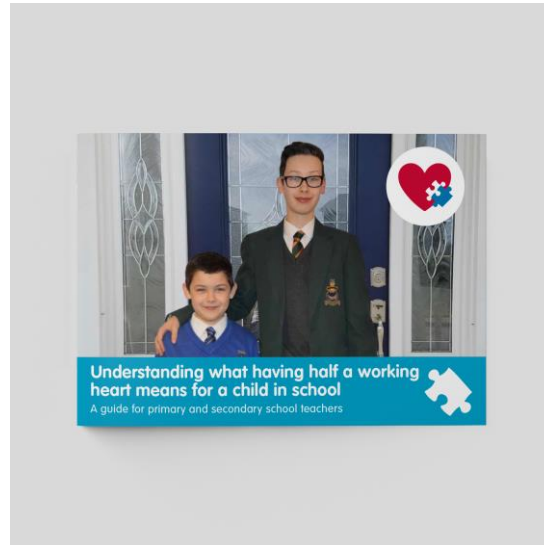
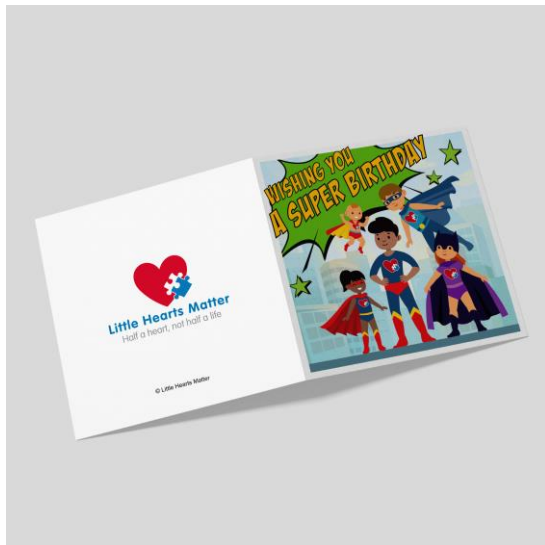
Banners

Banners allow us to tell the Little Hearts Matter story, visually. We have a range of banner uses to portray the different aspects of LHM's support services and to ensure all of our members are represented. Banner artwork must always follow the design guidelines found in this document.



Support & Information

Information production drives our ability to support and inform our members. All of our printed materials are designed with the clean, minimalist approach you see in the examples below. Appropriate use of logo type, fonts and colours must be considered at all times. This approach reinforces our branding, but it also ensures that our information is easy take in. From birthday cards to conditions publications, LHM works hard to produce a publication library that is readily accessible for all of our members – ***please see our information production policy for more.***

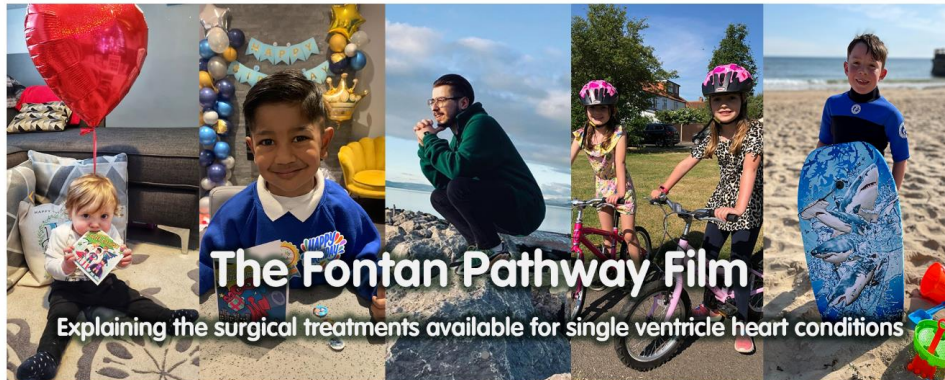


Digital Presence - Website

The LHM website is the central hub of our support and information. Each page should be formatted with care, to reflect the visual language of our brand. In 2022, the website was re-designed with a simpler layouts and emphasis on the key elements of colour, type and photography. Our website is built on the key principles of LHM branding and information production as previously outlined in this document. Ease of use and straightforward information consumption is vital, to ensure all our members to have easy access to the information available to them.



We are the only national UK charity offering specialised support to anyone affected by the diagnosis of single ventricle heart condition.



Digital Presence – QR Codes

QR codes are a highly complementary asset to our branding. Each code and its destination is customisable, allowing us to style the code according to our visual identity and service needs, as well as opening up a range of possibilities for application – both on our digital and physical collateral.

QR codes also add an extra layer of accessibility for our members. With a quick scan, a member can be signposted to a specific piece of content very quickly.



Digital Presence – Social Media

Brand cohesiveness across our social media pages is very important. This is our front of house. A consistent look and feel builds trust, and improves the chance of a passer-by converting into a follower. Great care must be taken to ensure that our social media profiles (and the posts within them) reflect our values *and* visual language.

Inclusivity across our social media is highly important. LHM works hard to give representation to all of our members through the photos, stories and videos we share online. Social media is a powerful tool that allows us to amplify the voices of our members, so we utilise this opportunity to represent the full spectrum of LHM membership.



External Marketing

Little Hearts Matter uses external marketing to raise a greater awareness of the organisation, our cause and the support services that we offer.

External marketing provides an opportunity to introduce the LHM brand to new people and ultimately grow the amount of support we receive from the general public, such as financial support or brand advocacy.

When LHM seeks to raise the charity's profile with an external audience, we must always follow the core principles of the LHM brand to ensure an accurate picture of the organisation is painted;

- ***Accurate portrayal of the LHM vision and values***
- ***Appropriate use of logo, type and colours***
- ***Representative use of photography / illustration***
- ***Clear, accessible written information***



Fundraising

The Fundraising aims of Little Hearts Matter are set around our service provision and as such, any Fundraising materials that we produce must follow the branding principles outlined in this document.

Our charity objectives and income generation go hand in hand, so we work hard to produce a case for support that is a true reflection of the LHM look, feel, vision and values. This could be in the form of (but not limited to) posters, infographics, banners and emails.

Merchandise is an important touchpoint for the LHM brand and we're careful about where we choose to put our logo. Great care must be taken to ensure the products we create are designed and produced in a way that reflects our brand values, creatively, and consistently.

The consent process must always be followed when publishing images, videos or stories of LHM fundraisers – **see page 16.**



Fundraising Logo

This fundraising logo is the main logo that should be used by all who are supporting the charity in a voluntary capacity.

This demonstrates that you are fundraising **'in aid of'** Little Heart Matters (rather than 'on behalf of' such as an individual or group that's been recruited to support a part of LHM's fundraising).

Please ensure that you also include the following information when using this logo and fundraising for LHM:

“Little Hearts Matter is the only charity in the UK offering specialised support to children, young people, adults and their families with a diagnosis of a single ventricle heart condition.

A company limited by guarantee, registered in England and Wales, number 06442071.

Registered charity number 1123290.”



**Fundraising in aid of
Little Hearts Matter**

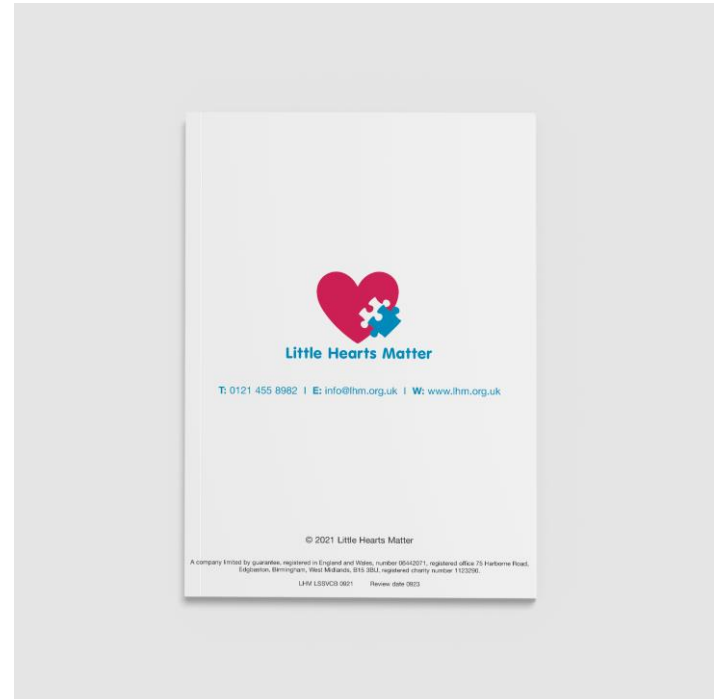
Copyright

Working alongside medical professionals, Little Hearts Matter produces original written information to support and inform charity members across all aspects of life with half a working heart.

Little Hearts Matter uses a copyright to retain the ownership of these resources we have worked hard to produce. You will find the copyright © symbol, along with our name and the year of publication on the back of our information booklets, **as shown in the example on the right.**

The information we produce is open source and we actively encourage any individual who may benefit from our information to download it for their own personal use, free of charge.

LHM also welcomes wider scale disseminate of our information, be that from individuals *or* outside organisations – In this instance, formal permission must be requested from LHM, and full acknowledgement to LHM should be given at the point of distribution.



Our Terminology

How we communicate, with members *and* the wider public, plays a key role in how the aims and values of LHM are perceived. Below you will find our full terminology guide, please use this guide when producing copy for LHM.

A

Abbreviations - e.g., i.e. 4a.m. - should be written with full points.

Acts and Bills – use initial caps when using the full name, for example, the Children and Families Act 2014, lower case on second reference, e.g. the act needs to be reviewed.

A&E – Accident and Emergency in the first instance then shorten to A&E.

Ages - If you do list an age, spell it out for nine and under; see 123...Numbers. If listed in a photo caption – put number in brackets next to name e.g. Amelia (4).

Use 24 eleven-year-olds rather than 24 11-year-olds when speaking about ten or more people of the same age.

AGM – spell out in the first instance, Annual General Meeting, followed by AGM in brackets.

Anaesthetic

Anatomy – written in lower case – e.g. body artery (aorta).

Antenatal – all one word

Anticoagulation – written as all one word not anti-coagulation

Appeals – use initial caps if appeal has an official title, for example, Handmade Hearts, use lower case if talking in general.

Arrhythmia

Attention Deficit Hyperactivity Disorder – followed by ADHD in brackets and then ADHD thereafter.

Our Terminology

B

Benefits – initial caps for named benefits e.g. Disability Living Allowance (DLA).

Board of Trustees – use initial caps.

Body text – Our font is Helvetica Neue, text alignment is left aligned, single spacing between lines, double spacing between paragraphs, no indentations on paragraphs.

Book titles – italicised when part of body text – for example, please see LHM’s *Living with Anticoagulation* booklet. Not when listed as a resource in further information.

Brackets – use rounded brackets – as an explanation or afterthought in text. The full stop comes after closed bracket if at the end of a sentence. If the brackets contain a complete sentence then the full stop is inside the bracket.

British Medical Association – written out fully in first instance, with abbreviation in brackets (BMA), BMA on second mention.

C

Caesarean – Caesarean section (first letter capitalised).

Campaigns – caps on the title of the campaign but lower case for the word campaign e.g. Valentine’s Day campaign.

Carer’s Allowance

Catheterisation – not catheterization.

Centre – not center.

Chapters and articles – use italics to reference a chapter or section in LHM booklet e.g. For more information about dental care and endocarditis see Dental care section. Use single quotation marks to reference a chapter or article in another publication (use italics to reference the publication).

Charity – use lower case in all instances

Charity Commission

Our Terminology

Charity details – our full name and registered details must appear on all communications: A company limited by guarantee, registered in England and Wales, number 06442071, registered office 75 Harborne Road, Edgbaston, Birmingham, B15 3BU, registered charity number 1123290. On fundraising publications the registered charity number is sufficient (write number and not no:).

Children and Families Act 2014 – includes guidance on ‘supporting pupils at school with medical conditions’.

Committees – Initial caps for specific committees e.g. Finance & General Purposes Committee.

Complement/compliment/complimentary – to ‘complement’ is to make complete: the two strikers complemented each other; to ‘compliment’ is to praise; a ‘complimentary’ copy is free.

Complex Pulmonary Atresia – written with initial caps.

Congenital cardiac specialist nurse – not cardiac liaison sister – a nurse who has extra training and experience in looking after children and/or adults with congenital heart conditions.

Congenital cardiac surgeon – a doctor who offers surgical solutions to children and adults who have congenital heart conditions. They manage the care of a child if they are admitted to hospital for an operation.

Congenital cardiologist – a doctor who makes a diagnosis of congenital heart conditions and then looks after the child or adult throughout their life. They organise tests and see patients both in the hospital and at outpatient appointments. They also prescribe medications. Some do interventional cardiac procedures (not surgery) during cardiac catheterisation, for example, closing off small holes in the heart.

Congenital cardiac ward nurse – a cardiac nurse who looks after a child or adult who has been admitted to the hospital to undergo tests or treatment for a congenital cardiac condition.

Our Terminology

Co-operate – not cooperate.

Co-ordinate or **co-ordinator**.

D

Dates – we use 16th March 2016 – do use st, th, rd. On our letterhead this is positioned – before the addressee's address.

Days and months – spell out days and months – Monday, Tuesday, December, January.

Dietitians – not dieticians.

Dr – do not use full stop after e.g. Dr Dhillon.

Drug names – LHM use initial caps on all medications to emphasise the word, we use the generic (chemical) name and not the brand name.

E

ECG – written as electrocardiogram in the first instance with (ECG) in brackets and then ECG on second mention.

Echo – written as echocardiogram in the first instance with (echo written lower case) in brackets and then echo on second mention.

Education, Health and Care Plan (EHC Plan) – written in initial caps, written fully on first mention with (EHC Plan) in brackets, subsequent mentions write EHC Plan.

E.g. – means 'for example' and is written with full stops and preceded by a comma. **I.e.** – means 'that is to say'.

Email addresses – do not add a full stop at the end of an email address if it is at the end of a paragraph – written all lower case – **info@lhm.org.uk**

Where it can't be written as a hyperlink, email addresses can be made bold.

Our Terminology

Equality Act 2010 – the disability section of the Equality Act is a law to end discrimination against people with disabilities and sets out their rights in employment, property, education and use of transport.

F

Fetal – not foetal.

Fetal cardiologist

Fetal midwife

Fetal obstetrician

For example – when using, remember a comma follows – e.g. For example, if your child is self-conscious about getting changed, is there somewhere s/he could get changed more privately?

Foundation key stage (FS1 and FS2) – FS1 is the school nursery year, when children are aged 3-4. FS2 is reception, ages 4-5.

Fractions – two thirds, three quarters, etc., but two and a half; use $\frac{1}{2}$, $\frac{3}{4}$, $\frac{1}{3}$ in tables, recipes, etc.

G

Gender – use gender rather than sex when referring to being male or female.

Gift Aid – is written with initial caps.

Government – lower case, e.g. government.

H

HDU – High Dependency Unit followed by (HDU) in brackets in the first instance, then HDU on second mention.

Handicapped – do not use to refer to people with physical or learning disabilities.

Handmade – all one word.

Headteacher – all one word.

Our Terminology

Headteacher – all one word.

Healthcare – all one word.

Healthcare Plan – initial caps to emphasise the document.

Heart conditions – use initial caps e.g. Hypoplastic Left Heart Syndrome, Tricuspid Atresia.

Hospitals – use initial caps – e.g. Great Ormond Street Children's Hospital.

Hyphens – if unsure if a word is hyphenated look up in the *Oxford English Dictionary*, some common words we hyphenate when they are used as adjectives – oxygen-filled, right-sided, long-term, short-term, school-based, heart-orientated, extra-curricular, calorie-filled, easy-to-eat, risk-assessed, day-to-day, up-to-date. But 'in the short term' is not hyphenated.

Hypoplastic Left Heart Syndrome – written with initial caps.

I

i.e. – not i.e.. I.e. – means 'that is to say'.

Initials – no spaces or points, whether businesses or individuals, e.g. WH Smith.

Intensivist

Inpatient, outpatient

Instil, instilling, instilled

iPod, iMac, iTunes

-ise – not -ize at end of word, e.g. maximise, synthesise (exception: capsized).

Italics – use italics for titles of Little Hearts Matter publications, booklets, all books and films, TV programmes, albums and song titles.

Our Terminology

It's – shortened form of it is or it has: it's a big dog; it's been ages since I saw her.

Its – possessive form of it: the dog is eating its bone.

J

Job roles and titles – all job roles are lower case, e.g. paediatric cardiac consultant, paediatrician. If referring to a person by name and job title, cap up, e.g. Suzie Hutchinson, Chief Executive.

Justgiving – all one word

K

k or km – always use km for distances, except when talking about a sporting event, when 10k or 10km is acceptable. The main thing to remember is to be consistent in all communications for an event.

Key Stage 1, 2 etc. (education).

Kilogram/s, kilojoule/s, kilometre/s, kilowatt/s – abbreviate as kg, kJ, km, kW; the abbreviation for kilometres an hour is km/h.

Knowledgeable – with the E.

L

LA – Local authority – write out fully followed by LA in brackets in first instance then use LA in second mention.

Learned – not learnt.

M

Medical conditions – Initial name is capped and then it is lower, Down's syndrome, Edwards's syndrome, 22q deletion.

Medical terms – are secondary to the plain English description, for example, This blood then returns to the left collecting chamber (left atrium) and it then passes through a valve (mitral) to the left pumping chamber (left ventricle).

Our Terminology

Medications – are capped to emphasise the word e.g. Digoxin, Warfarin, Captopril, and the chemical (generic) name is used and not the brand name.

Member – use lower case in all contexts; it is outdated to capitalise member in such documents as annual reports.

Mental handicap, mentally handicapped, mentally retarded – do not use: say person with mental health difficulties.

Mental health – take care using language about mental health issues. Avoid writing ‘the mentally ill’; use ‘people with mental health difficulties’ or ‘mentally ill people’.

Midwife

Multidisciplinary – note no hyphen.

N

National Health Service but NHS or health service are normally fine.

NICE – National Institute for Health and Care Excellence; spell out for first mention. Note that NICE guidance applies to different things in England, Northern Ireland, Scotland and Wales.

O

Obstetrician

Ofsted – Office for Standards in Education, but normally no need to spell out.

Okay – but OK is the informal version, so reference okay in documents, reports but OK in speech.

One-to-one – when an adjective.

P

Paediatric – not pediatric.

PICU – Paediatric Intensive Care Unit (PICU) – written fully in the first instance then PICU in the second.

Our Terminology

Parliament – lower case in all contexts apart from in the Houses of Parliament.

Part-time

Percentages – use % in headlines and copy.

Postnatal – all one word.

Practice (noun); **Practise** (verb)

Primary care trust – lower case, eg Southwark primary care trust; although can use PCT after first mention.

Proofreader

Pros and cons

Q

Quotes – don't make quotes too long. Focus in on what you want to get across to your reader. Always try to use quotes that paint a picture about an experience. Quotes should also not repeat what has been said in the main copy. They should add something different, a more personal perspective about what you're talking about. Should be written in font Vag Light

Quotation marks – use double.

First-person articles – do not use quotation marks in an article if it is obvious that only one person is speaking in it.

Pull-out quotes – Use font Vag Light. Try to make your pull-out quotes succinct and eye-catching.

Punctuation at the end of quotes – if you are quoting a whole sentence, the full stop (or question or exclamation mark) at the end of the sentence goes inside the quotation marks. But if the quote is only a fragment of the whole sentence, the full stop (or question or exclamation mark) goes outside of the quotation marks.

Our Terminology

R

Radiographer takes x-rays; a **radiologist** reads them.

Re or re-? – use re- when followed by the vowels e and u, when u is not pronounced 'yu', eg re-energise, re-urge. Use re when followed by the vowels a, i, o, u or any consonant, eg reorder, reuse, rebuild.

Recipes – use abbreviations of measurements, e.g. 4tbsp flour, 50g sugar; note decimal numbers are closed up to the measurement, e.g. 4.5tsp mustard, 6.5kg potatoes.

Recognise not recognize.

References

General:

Last name, First initial. (Year published). Title. City: Publisher, Page(s). E.g. Fitzgerald, F. (2004). The Great Gatsby. New York: Scribner, pp. 10-11

For Journals:

Last name, first initial. (Year published). Article title. Journal, Volume (issue), Page(s).

S

sae – stamped addressed envelope, lower case, no points, preceded by an (not a).

Schools – use initial caps, e.g. Leas Park Junior School.

Schoolboy, schoolchildren, schoolgirl, schoolroom, schoolteacher

School nurse

Seasons – all lower case, i.e. spring, summer, autumn.

Setting

Sign offs – 'yours sincerely' for people you have named in the beginning of your letter: Dear Mr Rogers; 'yours faithfully' for people you have not named: Dear Sir/Madam. However, think about your audience and try to use less formal sign offs where appropriate, e.g. best wishes, kind regards, all the best.

Single ventricle heart condition – written as lower case.

Our Terminology

sae – stamped addressed envelope, lower case, no points, preceded by an (not a).

Schools – use initial caps, e.g. Leas Park Junior School.

Schoolboy, schoolchildren, schoolgirl, schoolroom, schoolteacher

School nurse

Seasons – all lower case, i.e. spring, summer, autumn.

Setting

Social security benefits – initial caps, Income Support, Working Tax Credit, etc.

Sonographer

Special educational needs (SEN)

Special educational needs co-ordinator (SENCO)

Special educational provision

Spellings – use the *Oxford English Dictionary* for general words and the official websites of organisations, events, etc for words that are unlikely to appear in the dictionary.

Stationary not moving; **stationery** writing materials (there's an 'e' in envelope).

Subtitles – We use the font VAG Light for sub headings, introductory paragraphs and pull quotes. Subtitles are to be in lower case with the exception of the first word or if the title contains a heart/medical condition.

T

Temperatures – write Celsius without degree symbol.

Termination of the pregnancy – not abortion.

Our Terminology

Titles – we use the font VAG bold for headings and calls to action. Titles are to be in lower case with the exception of the first word or if the title contains a heart/medical condition.

Tricuspid Atresia – written with initial caps.

Trustee – capped when used as a job title but lower case when used generically.

T-shirt – not tee-shirt.

U

Univentricular Heart (Double Inlet or Outlet Ventricle) – written with initial caps.

Universities – use initial caps, eg Sheffield University, Johns Hopkins University, etc.

Up-to-date

User involvement – no hyphen.

V

Vice chair, vice chancellor, vice president

W

Web, webpage, website, world wide web – when you reference a website/URL in running text, lose the http://, e.g. ‘you can find more information about Handmade Hearts at **www.lhm.org.uk**’. If a URL is simply listed, usually with a phone number, keep the www:

If not a hyperlink within text, bold the website address.

Note that if a URL /website ends a paragraph, do not use a full stop.

World Health Organization - only, ever and always with a ‘z’ not an ‘s’

Writing style – use of second person, rather than third, i.e. you, your, yours. We should also use active voice rather than passive

Our Terminology

X

x-ray – not X-ray.

Y

YouTube

Young adult – a person aged 18–24 years.

Young person – a person aged between 11–18 years.