



International Association for Information and Data Quality

IAIDQ Style Guide

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0 Document control

0.1 Revision history

Version	Date	Prepared By	Reason for Update
0.1	08 July 2006	Grant Robinson	Original
0.2	11 July 2006	Grant Robinson	Expanded description of style guides for Word templates, added date and time section
0.3	22 July 2006	Grant Robinson	New section on Powerpoint presentation style
0.4	23 July 2006	Grant Robinson	More language usage notes in 7.1, new section 7.3
1.0	06 Sept 2006	Grant Robinson	Approved by Board of Directors
1.1	18 March 2008	Grant Robinson	Error in decimal colours in section 4 corrected

0.2 Distribution

This document has been distributed to:

Name	Position	Version	Date Issued
All Board members	VP Publicity and Recruitment	0.4	23 July 2006
Members zone		1.0	06 Sept 2006

0.3 Contents

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1 Introduction

An organisation's 'Brand' is now a valuable commodity. IAIDQ has recently invested into developing its brand or corporate image and the following will enable you to remain faithful to this look and feel for all IAIDQ literature, publications and correspondence. Remaining faithful to the brand image in everything we do will help our members recognise and trust us as well as growing our reputation around the world.

2 Font

2.1 Word and PDF documents

Headings	Verdana
Main Text	Arial

2.1.1 Letterhead and Standard Operating Procedure style:

Header	Logo	3.15 cm wide	Left aligned
Header text	Verdana	10 pt	Left aligned, 15 pt before paragraph
Left hand header title	Verdana	14 pt	Left aligned
Contact information	Arial	9 pt	Left aligned
Address & text of letter	Arial	11 pt	Left aligned
Letter title	Verdana	16 pt	Left aligned
Heading 1	Verdana	16 pt bold	Left aligned, 12 pt before paragraph
Heading 2	Verdana	12 pt bold	Left aligned, 12 pt before paragraph
Heading 3	Verdana	12 pt italic	Left aligned, 12 pt before paragraph
Heading 4	Verdana	11 pt bold	Left aligned, 12 pt before paragraph
Body text	Arial	11 pt	Left aligned, 6 pt before paragraph
Body text indent	Arial	11 pt	Left aligned, 0.25" indent 6 pt before paragraph
List bullet	Arial	11 pt	Left aligned, bullet
List bullet 2	Arial	11 pt	Left aligned, bullet, 0.25" indent
List bullet 3	Arial	11 pt	Left aligned, bullet, 0.5" indent

Numbered paragraphs are optional in standard operating procedures.

2.1.2 Newsletter style:

Header	Logo	2.33 cm wide	Left aligned
Header text	Verdana	10 pt	Right aligned
Article Title	Arial	16 pt	Centered
ByLine	Arial	12 pt	Centered
Heading 1			
Heading 2	Arial	12 pt bold	Left aligned, 9 pt before, 2 pt after paragraph
Heading 3			

Heading 4			
Body text	Times New Roman	12 pt	Left aligned
List bullet	Times New Roman	12 pt	Left aligned, bullet indent 0.25" from margin, text indent from bullet 0.25", 2pt before and 3 pt after paragraph

2.1.3 Publicity leaflet style

Header	Logo	4.74 cm wide	Left aligned
Header text	Verdana	13 pt	Centered, 18 pt before
Title	Arial	14 pt bold italic	Centered, 18 pt before
Heading 1	Arial	11 pt bold	Left aligned, 12 pt before
Heading 2	Arial	11 pt bold italic	Left aligned
Body text	Arial	11 pt	Left aligned
List bullet	Arial	11 pt	Left aligned, bullet indent 0.25" from margin, text indent from bullet 0.25", 2pt before and 3 pt after paragraph
Action	Arial	16 pt bold	Centered 20 pt before

2.2 Website pages

All text Verdana

2.3 Powerpoint

All text Verdana

2.3.1 Title master

Title	40 pt
Subtitle	32 pt

2.3.2 Slide master

Title	40 pt
First level	32 pt
Second level	28 pt
Third level	24 pt

3 Stationery and layout

3.1 Paper size and Margins

3.1.1 Letters

3.1.1.1 USA

Paper size	Letter	Width	8.5"
Print area	348 sq. cm	Height	11"
Top:	1"	Bottom:	1"
Left:	1.25"	Right:	1.25"

3.1.1.2 Other countries

Paper size	A4	Width	21 cm
Print area	395 sq. cm	Height	29.7 cm
Top:	2.54 cm	Bottom:	2.54 cm
Left:	2.54 cm	Right:	2.54 cm

3.1.2 Standard Operating Procedures, policies, guidelines

Paper size	A4	Width	21 cm
Print area	395 sq. cm	Height	29.7 cm
Top:	2.54 cm	Bottom:	2.54 cm
Left:	2.54 cm	Right:	2.54 cm

All procedures etc will be prepared on A4 sized paper (to maximise print area) and published as A4 size PDFs. PDF documents will automatically rescale to print on either Letter or A4 size paper.

3.1.3 Publicity leaflet

Margins provide identical print area for Letter and A4 sized paper

3.1.3.1 USA

Paper size	Letter	Width	8.5"
		Height	11"
Top:	0.44"	Bottom:	0.44"
Left:	0.47"	Right:	0.47"

3.1.3.2 Other countries

Paper size	A4	Width	21 cm
		Height	29.7 cm
Top:	2 cm	Bottom:	2 cm
Left:	0.9 cm	Right:	0.9 cm

3.2 Templates

3.2.1 Word templates

Standard templates for IAIDQ work is available on the secure BoD network folder <http://bod.iaidq.org/templates> or <ftp://iaidqbod@iaidq.org/templates>

- Letter Template for USA use (Letter size paper)
File: **iaidq_letter_usletter_template.doc**
- Letter Template for use in other countries (A4 size paper)
File: **iaidq_letter_a4_template.doc**
- Standard Operating Procedure template (A4 size paper. Publish as PDF on website members zone—will automatically scale to Letter or A4 when printed)
File: **iaidq_word_doc_a4_template.doc**
- Publicity leaflet template
File: **publicity-template.doc**

3.2.2 PowerPoint templates

A standard template for IAIDQ presentations is available on the secure BoD network folder <http://bod.iaidq.org/templates> or <ftp://iaidqbod@iaidq.org/templates>
Template: **iaidq_presentation.ppt**

4 Colours

Colour	Hexadecimal	RGB		
		R	G	B
Blue (web background)	#DDDDFF	223	225	255
Dark blue (Menus and text)	#000080	0	0	128

5 Graphics

5.1 Logo

Standard templates for IAIDQ work is available on the secure BoD network folder <http://bod.iaidq.org/logos> or <ftp://iaidqbod@iaidq.org/logos>

The IAIDQ Logo is available in the following forms:

- GIF for web use—colour with transparent background
File: **iaidq.gif**
- TIF for publication use—colour with white background
File: **iaidq.tif**
- TIF for publication use—black and white on white background
File: **iaidq_bw.tif**

Remember, when resizing any image always do so using the corners of the image. This will ensure that the proportions of the image are maintained. There is nothing worse than a squashed or stretched logo!



NOTE: The logo was developed with Macromedia Fireworks. The letters are in Bauhaus font with drop shadows. The original file is available in Fireworks PNG format

5.2 Photograph treatment

Whilst there are no steadfast rules on treatments but we have already applied two distinct style treatments to images:

- Cropped head and shoulders to square:
- Cropped head and shoulders with drop shadow with background colour:



6 Date and time

6.1 Date

Date must be expressed either as:

- ISO format yyyy-mm-dd, e.g. 2006-07-11 for 11 July 2006 or
- Using words or three letter abbreviation for month, e.g. July or Jul. Acceptable variants are: 11 July 2006, July 11, 2006, 11-Jul-2006

Never use digits for month unless using ISO format. 11/07/2006 means 11 July in the UK, Ireland, Europe and Australia, while it means November 7 in the USA.

6.2 Time

Express time in 24 hour clock, e.g. 10:30 (10:30 am) or 22:30 (10:30pm). Avoid am and pm.

6.3 Time zones

Refer to www.timeanddate.com for information about time zones, current time in cities around the world, and the world meeting planner.

7 English usage and style

This section provides guidelines for spelling and English usage.

7.1 Words & Phrases

In contemporary English 'less is more'. That means that hyphenation and punctuation is kept to the bare minimum. For instance:

- on a bulleted list you would not use full stops (periods) at the end of the line
- **Email** is never written **e-mail**
- When typing your address use two spaces between the address and town, town and postcode etc rather than a comma
- Always leave one space after a full stop (period). Classic typing training would tell you to leave two spaces but computers automatically compensate

Where possible use direct language and active voice rather than indirect language and passive voice. For example:

- **Preferred:** Keep font size as close as possible to the template standard
- **Avoid:** Font size should be kept as close to standard in template as possible
- **Preferred:** Include a references and credits if necessary
- **Avoid:** If necessary a references and credits slide should be included

7.2 Website

For the international website, international English will be used. For example

International English

American English variation

harbour

harbor

banker's cheque

banker's check.

licence (noun)

license (noun)

license (verb)

licence (verb)

On web pages focussing on USA activities, US English may be used.

For national Community of Practice websites, the variant of English as used in that country will be followed.

For standard operating procedures, the author will determine the variant of English for a particular document. However, the author must respond to concerns raised by readers from other countries to remove national idiomatic use which could lead to misunderstanding.

For correspondence the author will determine the variant of English

7.3 Documenting software commands

Where describing how to access software commands with menus, write all commands in **bold typeface**. When describing a sequence of commands, use a greater than (>) sign to separate commands.

For example, click on **File > Properties** to view and change the properties of a document in Word, Excel or PowerPoint

7.4 Powerpoint style

Tips on **developing** PowerPoint presentations

- Always include slides for the presentation's introduction and conclusion. Introductory slides communicate a sense of structure and make it a lot easier to listen.
- Treat the heading of each slide as valuable real estate. Make your headings specific and meaningful.
- The smallest letters on any slide should be at least 32 points for level 1 dot points, 28 points for level 2-5 dot points. Any smaller and your audience won't be able to read them. Do not add tables with text smaller than 28 points.
- Slides always look better on your laptop than they do on the screen. Forget about subtle colour variations. They won't be visible on the big screen.
- Less is more. Use single words or phrases rather than sentences or paragraphs. Your bullet points are there to remind you what to talk about, not tell the whole story.
- As you mercilessly edit your slides, cutting away every word that is not absolutely necessary, say to yourself, "My slides are not a script. My slides are not a script."
- Always show the Title and Date of the presentation in the footer.

- Click on **View > Header and Footer** and
- Insert the date of the presentation in the **Date and Time > Fixed** text box. (See section 6.1 *Date* above for acceptable date formats)
- Insert the Title in the **Footer** text box
- Click on **Apply to All**

Tips on **preparing** and **printing** PowerPoint handouts

- Use the PowerPoint Notes Page—click on **View > Notes Page** if you wish to provide additional information in your handout.
 - Click on View > Header and Footer > Notes and Handouts
 - Update the **Date** and Title in the **Footer** text boxes
 - To print click on **File > Print > Print what: Notes Pages**
- To print images of slides only, click on **File > Print > Print what: Handouts** and select the number of slides per page
- To make clear black and white printouts, click on **File > Print > Color/grayscale: Pure Black and White**

Tips on **delivering** PowerPoint presentations

- Take the time to set up each slide. Your explanation of a slide should begin with an overview. Tell people what they are looking at—even if you think it’s obvious, even if it’s a list of bullet points.
- Pause as you move from one slide to the next. You might feel awkward, but you will sound great.
- Look at the slide when you want your listeners to look at it. Look at your listeners when you want to draw their attention away from the slide.
- Pointers—especially laser pointers—should be avoided. They’re hard to use and do not make you look more professional. Unless you’re in a very large room with a very large audience, you should move to the screen to point things out with your hands.
- As you deliver your presentation, especially when you’re deep into the body, assume that your listeners are thinking, “What does this have to do with me?” or “Why should I care?” This will remind you to keep your explanations short and relevant.

Reference:

Dale Ludwig (Sept 2005), *PowerPoint - Best Practices for Developing and Delivering Effective Visual Aids*. Turpin Communication, Chicago IL
www.turpincommunication.com/articles/pptbestpractices.htm (accessed 22 July 2006)

8 Document control

All standard operating procedures and publicity documents must display document control information.

8.1 Document properties

Click on **File > Properties** and complete the following

Title: Title of document

Author: Name of document author(s)

Company: IAIDQ

Category: Enter one of:

- Standard operating procedure,
- By laws,
- Policy,

-
- Publicity leaflet
-

Keywords Standard operating procedure / by laws / policy, enter:

- Document Issue: [VERSION NUMBER] Date: [ISSUE DATE]

Publicity documents, enter:

- Document code-version-ISO format date
e.g. IAIDQ flier-v1.0-2006-07-11

8.2 Version numbers

(Note we use the terms **issue number** and **version number** interchangeably)

When developing a new document start at version 0.1

Record the version number, author, details of the version in the table on page 2.

When ready to release, increase the version number to the next integer, e.g. 1.0, 2.0, etc.

For future document releases, increment to an integer version number for substantial changes. For minor changes such as spelling corrections, changes to organisational structure, increment to a decimal version number, e.g. 1.1, 1.2, etc.

8.3 Title page

Do not edit the title page, instead click on **File > Properties**. Then click on each value on the title page and press F9 to update.

8.4 Revision history

In the **Revision history** section on page 2, record brief details about the changes in each new version.

8.5 Document distribution

In the **Revision history** section on page 2, record details of the people to whom each version of the document has been distributed

8.6 Document header

The document header always contains:

IAIDQ logo on the left

IAIDQ name in full on the right, OR name of IAIDQ product, e.g. **The Information and Data Quality Newsletter**

8.7 Document footer

Standard Operating Procedure format documents include:

Left:	Document Title	Document properties Title
Centre:	Document version number and date	Document properties Keywords
Right:	Page n of nn	

Do not edit the footer, instead click on **File > Properties**.



The template footer has Word fields to display the correct values automatically. They are normally updated when you select **File > Print Preview** or **File > Print**