

Style guide

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General information

Use British English

eg programme, organisation, centre, honour, defence, travelling, focusing

Exceptions: words that are spelt in American English that form part of a title/name of an individual or organisation are to be left in their original spelling:

- World Health Organization (NOT World Health Organisation)
- Centers for Disease Control (NOT Centres for Disease Control)

Remember: Set 'English (United Kingdom)' as the default language in MS Word. Dictionary: Please refer to Oxford Dictionary for any questions.

AmCham EU Mentions

First mention:

American Chamber of Commerce to the European Union (AmCham EU)

Subsequently mention:

AmCham EU

Remember:

- Do not split up AmCham EU on two lines
- AmCham EU is always written with UPPERCASE 'C'

Quotes

Always use 'single quotes' unless it's a 'quote "within" a quote'

Remember: put punctuation outside the quotation marks.

Capitalisation

Use 'sentence case' for titles, capitalising only proper nouns

Powering the European economy: the future of EU energy policy

Exception: For the titles of flagship events and publications (NOT position papers) we capitalise every word except articles (and, or, in, etc.)

People's titles

- When writing a person's title, you should always use the full organisation title: eg Karl Cox, Chair of the American Chamber of Commerce to the European Union (NOT Chair of AmCham EU unless already mentioned)
- Titles and postnominals should always follow a person's name: eg Michel Barnier, Commissioner for the Internal Market and Services Michel Barnier

Boiler plate

Use the description below of AmCham EU to explain who we are. The following paragraph should appear in all position papers and press releases/statements and should be inserted where deemed appropriate in all other major publications. The boiler plate is saved in our Library:

AEU-Global > Documents > Library > About > AmCham EU Boilerplate

AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Aggregate US investment in Europe totalled more than €3.4 trillion in 2021, directly supports more than 4.9 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.



1. Position papers

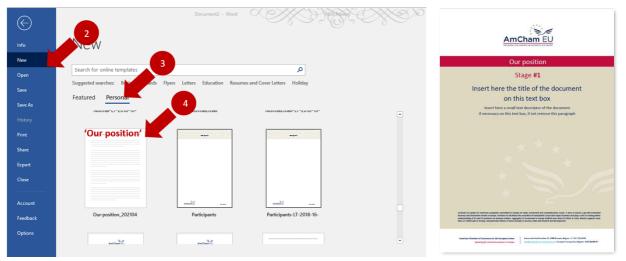
Format

Position papers should always be published using the appropriate templates Where are the templates?

- 1. Open Word/Powerpoint
- 2. Click on 'New'
- 3. Click on 'Personal'

4. Select your template 'Our position – working document' (for stage one to three versions) and 'Our position – final document' (for stage four and final versions)

Alternatively, you can find all the templates saved at: <u>AEU-Global > Documents > Library > AEU Identity ></u> <u>Applications > Templates</u>



Content

- The PoP should always begin with an **executive summary.** The summary should encapsulate AmCham EU's main 'asks' in the paper and be unambiguous about AmCham EU's position on the issue concerned.
- The PoP should always feature an **introduction**. This should contextualise and define the issue(s) at hand and why they matter. It should then outline the structure of the paper.
- The PoP must not be one large piece of text. Use **'sentence case'** for section headings, only capitalising proper nouns. Paragraphs should be limited to a **maximum of four to six sentences**.
- Use the template styles to the maximum to make your PoP pop! Use headings, tables and quote styles to catch your reader's eye.
- The PoP should always end with a **conclusion**. This should summarise the main issues in the file that the position responds to, and reiterate AmCham EU's key asks, similarly to the executive summary.



2. Capitalisation

Remember:

Proper noun > **uppercase**

General terms > lowercase

Titles (publications, etc) > uppercase eg: The EU Single Market: Impact on Member States

People & titles

Ranks and titles > uppercase

- President Biden
- Head of State Emmanuel Macron
- Commissioner Sinkevicius
- The Director-General of DG SANTE
- The Prime Minister

Titles in general and non-specific > lowercase

- the heads of state of the EU
- kings of England
- the career of a European Commission head of unit....

committee (unless it is a title)

Institutions, organisations, ministries, treaties etc

Full name > uppercase **Rough description > lowercase** The European Commission, the European • The national parliament Union The county councils • The European Parliament a spokesman from the ministry said... • Council of the European Union, Council of Ministers, Court of Justice • according to the cabinet... Ministry of Agriculture, Department of according to the treaty, Trade The committee, the secretariat • Cabinet Byrne The **b**ank Nice Treaty, Health & Safety Act . The EEA council, the EFTA standing European Committee for Standardisation committee, the EEA joint parliamentary

• The World Bank

Reports, documents, treaty articles



Directives > uppercase	In general and non-specific > lowercase
 The full title of the directive is uppercase except the word 'proposal' that is lowercase, even if it belongs to the title of the document Action Plan, Green Paper, Commission Communication, Decision, Regulation 	 The Commission puts forward proposals for directives and regulations a directive on television advertising
Treaty articles	
Format	Referring to a proposal
Treaty articles should be expressed in numbers article 5(6) with the section in brackets	When referring to any proposal , always insert the COM document number or the legislation number : (COM (2004) 123) or (EC /123/2004)
Political parties/AmCham EU commit	tees
Full name > uppercase	In general and non-specific > lowercase
 The full name of political parties/AmCham EU committees is upper case, including the word party the European People's Party the Liberal Party the Financial Services Committee the Communications Group 	 Loose references to political ideologies take lower case AmCham EU has 15 committees communists, conservatives, liberals, the committee, the task force, the management groups
Places	
Definite geographical places > uppercase	Directions > lowercase
 Places, regions, areas and countries or recognised areas The Hague Middle East 	 except when part of a name north, south, east, west (except when part of a name, eg: South Africa)



Others

uppercase

lowercase

- Single Market
- Member States (when referring to the EU
 27)
- Internet
- Brexit
- Directorate-General for Transport

- information society
- internal market
- euro
- website
- a directorate-general



3. Dates, times and figures

Dates (order and configuration)

Day Month Year	When writing it in figures	When referring to days in text
without commas	day/month/year numerical	add the actual day
8 May 1945	14/04/1975	Friday, 4 December 2025

Times



• Times should be reflected in a 24-hour format, **with a period** separating the hour and minutes. There should be no spacing between the integers and the period.

15.30, not 15:30

• When expressing a timeframe, you should use a dash (not hyphen – see below) to illustrate the timeframe:

The meeting is taking place from 16.00–17.00

Figures

DO

- Numbers up to ten should be written out but numbers above ten should be used in figures: one, two, three, four, five, six, seven, eight, nine, ten, 11; 39; 87; 106; 2,519
- Figures with a decimal point or fraction should be in numerals (eg 4.25 or 4¼) as should lists of numbers where some are higher than ten (eg 6, 9, 11 and 56). Decimals should be written with a full stop rather than a comma.
- Always use '%' sign instead of 'per cent'. Do not use however, '%age' always 'percentage'. No space between the figure and the percentage sign (7%).

DON'T

- Never start a sentence with a figure write the numbers in words instead.
- Do not use a hyphen or dash in place of 'to' EXCEPT with figures (eg 10-15 years or two to three weeks).

Avoid 'from 1947-50' or 'between 1947-50'

Instead, use: 'from 1947 **to** 1950' or **between** 1947 **and** 1950'



4. Italics

Foreign words	Publications	Law cases	Ships and aircraft
Use italics unless the words have become anglicised	Use italics for titles of publications (instead of single quotes)	The versus should always be abbreviated and italicised	HMS Enterprise
de jure, acquis communautaire, inter alia	The Case for Investing in Europe	Van Gend and Loos v the Netherlands	
but not ad hoc,			

5. Hyphens and dashes

(2	

realpolitik, putsch,

apartheid

Ever wondered why the Microsoft Word dash key can often throw up two, even three different sized variants of the dash? This is to differentiate between a hyphen and a dash.

Hyphens are the shorter dashes used to join multiple words into a single concept (eg, non-hyphenated). There are three common hyphenations in English (see below).

By contrast, dashes are used as a grammatical tool, much like commas, parentheses and colons. They are much longer in length (and come in two different variants – 'em' dashes and 'en' dashes).

Hyphen

A hyphen is used to join words into a single concept. This can be done in three main ways:

- 1. An adjectival phrase **before a noun**: 'The up-to-date **list**'.
- 2. An adjectival phrase with a verb participle: Jim's Christmas jumper was tight-fitting.
- 3. With prefixes before a proper noun, number or date: anti-Thatcherism; pre-2000s; mid-January.



No	hyphens > one word	Ну	phens		
•	transatlantic	•	fractions (eg two-thirds)	٠	short-term / medium-term / long-term (adjective) but in
٠	online	•	words that begin with ex-, anti- , non- and neo-		the short / medium / long term (adjective plus noun)
•	cooperation				
•	coordination	•	to avoid ambiguities (eg 'a little-used car' or 'a little used- car')	•	small and medium-sized enterprises
•	multiannual			•	inter-parliamentary
•	Eurosceptic	•	adjectives formed from two or more words (eg right-wing,	•	decision-making
•	Intergovernmental		balance-of-payments, private- sector)	•	up-to-date
•	Policymaker/policymaking	•	vice-chair		

Dash

A dash can be used in three separate ways:

When to use

- 1. Use in a pair in place of brackets or commas, surrounded by spaces:
 - It was as far as I could tell the only example of its kind.
- 2. Use singly and surrounded by spaces to link two parts of a sentence, in place of a colon.
 - The bus was late today we nearly missed the lecture.
- 3. To link rangers of numbers (with no spaces)
 - Her salary expectations were in the €70,000–€80,000 range.



6. Quotation

Use **single quotation marks** for direct speech or a quote, and double quotation marks for quote within direct speech.

Alv	ways use: single quotes	Exception: double quotes within quote
•	The EU has adopted a 'big bang' approach to enlargement.	Only use double quotes "" when there is a quote within a quote ; otherwise use single quotes
•	The speaker pointed out that 'companies and businesses involved in e-commerce face a daunting challenge'.	'He didn't even say "thank you" for dinner!'

Note: Always ensure that you have approval from the source of a quote before publishing it!

Punctuation

Whon.	quoting	someone
vviicii	quoting	Someone

The full stop and the commas go outside the quotes.

- According to President Juncker, 'EU nationals should be entitled to at least 50 days annual leave'.
- All other punctuation

Colons, semi-colons, question and exclamation marks – is placed according to sense.

• 'Have you seen this article, "The link between coffee and cholesterol"?' she asked.



7. Punctuation

Use of apostrophes

With possessives

After plurals that don't end in 's'	Possessive ending for words ending in the letter 's'	When referring to days in text
(children's, Frenchmen's,	The preferred way is to write the word as	Add the actual day
media's).	we would speak it.	eg Tuesday's meeting was great.
	ADD an S when you say the S:	
	 boss's rules, the class's hours, the Jones's garden 	
	DON'T add an S when you don't say it:	
	• eg Mr. Hastings' pen, Ulysses' journey	

Be careful with acronyms!

WRONG	RIGHT
There were many MEP's	There were many MEPs

EXCEPT possessive form: The MEP's amendment (referring to that of a single MEP) or the **MEPs'** amendment (referring to that of a number of MEPs).

Brackets

- (If the whole sentence is within brackets, put the full stop inside.)
- If only a part of the sentence is within brackets (put the full stop outside).
- Use square brackets ([]) when brackets are required within brackets.

Colons

When listing things > things that have been eluded to in the preceding words (eg The EU candidate countries include: Romania, Bulgaria and Turkey.



Semi-colons

Use semi-colons when there is a list that contains both subject and verb – **NOT** when it is just a list of nouns.

Use them to distinguish phrases listed after a colon if commas will not do the job clearly

• They agreed on three points: the ceasefire should be immediate; it should be internationally supervised, preferably by the EU; and a peace conference should be held.

To make the list even clearer, use bullet points (note lower case and semi-colons).

They agreed on three points:

- the ceasefire should be immediate;
- it should be internationally supervised, preferably by the EU; and
- a peace conference should be held.

Ellipsis

Use an ellipsis ... to show that some text is missing, usually from a quotation – do not surround it with spaces.

• 'we shall fight on the beaches...we shall never surrender'.

Commas

\sum	

The Oxford comma

The Oxford comma, or 'serial' comma, is the comma placed immediately after the penultimate term in a series of three or more terms.

For example: This summer I visited France, Italy, and Spain.

The use of the Oxford comma is generally a stylistic choice. Strangely enough, despite its name, the University of Oxford style guide advises against the use of the Oxford comma.

Given that AmCham EU takes its cues from the University of Oxford style guide, the Oxford comma is outlawed from our work.

Use commas as an aid to understanding. Too many in one sentence may cause confusion.



Use two commas, or none at all, when inserting a clause in the middle of a sentence. Or

Use two commas	Don't put commas
 when inserting a clause in the middle of a sentence. 	• After the penultimate item eg AmCham EU's members include Coca-Cola, Microsoft and Philip Morris.
	After question marks

8. Abbreviations and acronyms

Always completely write acronyms in full on first appearance in a document	For the European Commission, Parliament and Council,	If the abbreviation can be pronounced it does not generally require a definite
(Directorate-General for Health	always include ' European ' the first time it is mentioned. After	article
and Consumer Protection, (DG SANCO), the Treaty on European Union (TEU)).	that as long as no confusion is possible the 'European' can be dropped.	(eg AmCham EU, NATO, EFTA, ExCo but the EU, the WTO, the MEPs).

WRONG	RIGHT
The AmCham EU invites you to	AmCham EU invites you to

General rule > Acronyms should be capitals, but abbreviations should be capital letter followed by lower case

Euratom, Coreper, Mercosur etc.

eg

eg (exempli gratia) - means for example (non-exhaustive list)

eg not e.g., no full stops and no italics

• They were brainstorming possible gifts for the host (eg flowers, wine or a candle) but couldn't decide on one.

ie

ie (id est) - means in other words (explains the preceding material)

ie not i.e., no full stops and preferably in brackets - looks better.

Note: for papers heavy in acronyms, an acronym key should be added as a note at the bottom of each page.



9. Referencing

When referencing another source in your publication (in the form of footnotes), please be sure to adhere to the Oxford Referencing System. Below, please find several examples for various sources.

Book

List information in the following order:

- 1. author's surname(s) and initial(s)
- 2. title of book (underlined or italicised)
- 3. publisher
- 4. place of publication
- 5. year of publication
- 6. page number(s)

±	Ζ.	3				
M. Henninger,	Don't Just Surf: Effective Research Strategies for the Net	, UNSW Press	Sydney,	1997,	p. 9	1.

Article / Chapter in a book collection

List information in the following order:

- 1. author's surname(s) and initial(s)
- 2. title of article (between single quotation marks)

2

- 3. title of book (underlined or italicised)
- 4. editor(s) name
- 5. publisher
- 6. place of publication
- 7. year of publication
- 8. page number (s)

3

² M. Blaxter, 'Social class and health inequalities, in *Equalities and Inequalities in Health*, C. Carter & J. Peel (eds), Academic Press, London, 1976, pp. 6-7.
 5
 6
 7
 8

Journal article

1

List information in the following order:

- 1. author's surname(s) and initial(s)
- 2. title of article (between single quotation marks)
- 3. title of journal or periodical (underlined or italicised)
- 4. volume number
- 5. issue number
- 6. month of publication (if applicable)
- 7. year of publication
- 8. page number(s)

6 ³ M. Doyle, 'Captain Mbaye Diagne'. *Granta*, vol. 48, August 1994, pp. 99-103.



Electronic sources

Website

List information in the following order:

- 1. author/editor
- 2. page title
- 3. website title
- 4. name of sponsor of site (if available)
- 5. last date site updated
- 6. date of viewing
- 7. URL

1 2

⁴ N Curthoys, 'Future directions for rhetoric – invention and ethos in public critique', in *Australian Humanities Review*. March-April 2001, viewed on 11 April 2001, <u>http://www.lib.latrobe.edu.au/AHR/archive/Issue-April-</u> 2001/curthoys.html 5 6 7

3

4

Films, DVDs, and television and radio programmes

List information in the following order:

- 1. title
- 2. format
- 3. publisher
- 4. place of recording
- 5. date

1 2 3 4 5 ⁵ *Strictly Ballroom*, DVD, 20th Century Fox, Australia, 1992.

⁶ *The Nest*, television program, SBS Television, Sydney, 15 January 2010.

Emails and personal communications

If the details of personal communications are to be provided in footnotes (rather than in the text itself):

- provide the person's first initial and last name
- indicate the type of communication
- include the full date.
- ⁷ P. Gregory, interview with the author, 5 July 2011.
 - 8 C. Barker, email, 12 January 2012.



10. Dos and Don'ts

DO

- Check company names and staff names are spelt correctly
- When using acronyms write out in full the first time it is used. If it is a very technical subject and a relatively unknown acronym, this is especially important.
- Be consistent!

DON'T

- Split a person's name or title at the end of a line: Susan Danger, CEO, American Chamber of Commerce to the European Union.
- When formatting a document, do not have the title of a section at the bottom of a page then the related text on the next page.

11. Letter writing protocol



Open a Word document 'new from template' – Use **AmCham EU letterhead** and follow the template.

Begin the letter with the appropriate salutation (please see section on salutations)

Sign off: Yours sincerely is the preferred sign off.

Alternatively, it is possible to use **Yours faithfully.**

Example 1	Example 2
Dear Ms Jones, (never Mrs even if you know that the woman in question is married)	Dear Sir or Madam , (not Madame , that refers to a brothel owner!)
I would appreciate it if you would keep your dogs out of the back garden. Their barking is especially annoying after 18.00.	I noticed your ad on the xPATS website and I too share an interest in Star Trek conventions
	Yours faithfully,
Yours sincerely,	Anna McNally
Jane Doe	



12. Salutations

General	
For letters addressed to men	For letters addressed to women
the standard salutation is 'Mr'.	the standard salutation is 'Ms'.
	The use of 'Mrs' is highly discouraged as its use in English is generally dependent on marital status.

In certain cases, a person's qualification requires the use of other forms of salutation. In the case of those in the armed forces, an abbreviation of their rank would be used instead of Mr/Ms.

Peers

Those that have been knighted or are a part of the aristocracy require a separate form of address.

- The most commonly encountered peer in AmCham EU's work is the life baron, who should be addressed as 'Baron/Baroness'
- Those that have been knighted are to be addressed as 'Sir'.

Example 1	Example 2
Baroness Catherine Ashton	Sir John A. Macdonald
Former High Representative of the Union for Foreign Affairs and Security Policy	Prime Minister of Canada
Address	
	Dear Sir John,
Dear Lady Ashton,	
	Thank you for your great job as the first prime
I am creating a photo puzzle for a quiz night and I would like to use your portrait.	minister of Canada.
	Yours sincerely,
Yours sincerely,	
	Anna McNally
Jane Doe	

Ambassadors

All ambassadors (except US ambassadors): His or Her Excellency, which can be shortened to HE.

***US Ambassadors: 'The Honorable'** (NOTE: in this case, **use American spelling**), which can be shortened to '**The Hon**.' in business letters.

Therefore in a letter to an Ambassador you should refer to this in the address line:



Example 1	Example 2
(For ambassadors from all countries except the US)	(For US ambassadors)
HE Stefano Sannino	The Honorable Anthony L. Gardner
Permanent Representative of Italy to the European Union	Ambassador of the United States to the European Union
Address	Address
Dear Ambassador Sannino,	Dear Ambassador Gardner,
I was just writing to you to pass on my admiration for your country's cuisine	I am writing to you to congratulate your country on the invention of hamburgers, hot dogs and fried chicken.
Yours sincerely,	Yours sincerely,
Jane Doe	Anna McNally

Note: for people from the UK that have been knighted the title follows his/her ambassadorial or ministerial status, eg

- His Excellency Sir Cuthbert Sebastian,
- Lieutenant General Sir Hew Pike,
- The Rt. Hon. Sir Robert Atkins MEP, (for current or former UK cabinet ministers)

MPs or MEPs

If you are writing to an MEP you should refer to their title in the address line and underneath you should write the title of the capacity they hold which you are writing to. To start off the letter you should address them in the normal way, ie

Dear Mr Brok,

Dear Ms Zanicchi,

Unless they hold a title ie, Sir whereby it would be Dear Sir Robert (first name),

or Dear Lady Ludford (surname),

or **Dear Lord** Stockton, (title)



Example	
Mr Nigel Farage MEP	Dear Mr Farage,
Co-Chair, Europe of Freedom and Direct Democracy Group	I am writing you to see if you would be interested in joining me for a game of cricket.
	Yours sincerely,
	Tim Adamson

Prime ministers, ministers or state secretaries

You should start these letters with:

Dear Prime Minister, Or Dear Minister,

Example	
Ms. Theresa May	Dear Prime Minister,
Prime Minister of the United Kingdom of Great Britain and Northern Ireland	I would like to congratulate you on your upcoming birthday.
	Yours sincerely,
	Jane Doe

Note: for past or current British Ministers, 'The Right Honourable', or 'The Rt. Hon.' for short, should precede their name.

Commissioners

For commissioners, vice-presidents and the president **the name should be written on the first line of the address**, followed by **title** and then the letter should be addressed to

 title
 name

 Dear President von der Leyen,

or Dear Executive Vice-President Timmermans,

or Dear Commissioner McGuinness,

US titles

High ranking (serving and retired) officials from the government should be addressed as 'The Honorable' as with ambassadors. His or her name should be followed by their title and the letter should be addressed as follows.



Governor	
The Honorable Brian Sandoval	Dear Governor Sandoval,
Governor of Nevada	хххх
Address	Yours sincerely,
	Jane Doe
Senator	
The Honorable Sherrod Brown	Dear Senator Brown,
United States Senate	XXXXX
Address	Yours sincerely,
	Joe Biden
Representative	
The Honorable Robert McColley	Dear Mr McColley
The United States House of Representatives	хххх
Address	Yours sincerely,
	Jane Doe
State secretaries	
The Honorable Jon Bon Jovi	Dear Secretary Bon Jovi,
Secretary	ххх
US Department of Tight Jeans and Rock and Roll	Yours sincerely,
Address	Jane Doe



13. Website

Articles for the website

- In general, non-downloadable articles for the website should be shorter and less complicated than all other articles.
- Less is more: try to stick to 200-300 words maximum. Articles that are too long run the risk of going unread.
- The tone of writing **does not need to be as formal** as other documents.

	<u>Writing</u>	for the web: tips
\int	1.	Think keywords! Which word(s) would people need to type into Google to find your article? These keywords should feature in your title and your opening sentence, and regularly throughout your article.
\mathcal{L}	2.	The 5 'W's – who, what when, where and why: Let your structure be guided by answering these questions.
	3.	The information pyramid: Put the specific information first (ie, the reason why you are writing this article in the first place), and gradually zoom out to the general.
	4.	Hyperlinks: Link the relevant work that is related to your article in your article. Google loves cross-references – as do interested readers!

14. Daily Brief

'Read more'

'Less is more' is the general rule for the 'more info' field on the Daily Brief. Keep the information there to an absolute minimum in order to avoid cluttering the Daily Brief.

Please be sure to format information entered into the Daily Brief fields as such, to ensure uniformity:

Email addresses: (TLO@amchameu.eu) NOT (Thibaut.L'Ortye@amchameu.eu)

Contact details: make sure to include email address in brackets following full name.

Example: for more information, contact Thibaut L'Ortye(<u>TLO@amchameu.eu</u>).

Time format: 18.00 NOT 18:00



15. Valuable resources

- University of Oxford style guide: <u>https://www.ox.ac.uk/sites/files/oxford/media_wysiwyg/University%20of%20Oxford%20Style%20Guide.p_df</u>
- Oxford dictionary: <u>https://www.lexico.com/</u>
- UK parliament guidelines on addressing a Lord: <u>https://www.parliament.uk/business/lords/whos-in-the-house-of-lords/how-to-address-a-lord/</u>

Please note: This style guide is updated every one to two years. For anything not included in the guide, please refer to the <u>Oxford Style Guide</u>, which can serve as a reference.

