

Writing Style Guide

Use of Common Words

1. Carepartner (not care partner/caregiver etc.)
2. Parkinson's disease – if in a title, Parkinson's Disease
3. southwestern Ontario – if in a title, Southwestern Ontario or organization name
4. Parkinson Society Southwestern Ontario (no the, no of)

Grammar

1. Use UK English (flavour vs. flavor)
2. Em dashes do not have a space before or after
3. En dashes (not the same as hyphens) DO have spaces on either side
4. Use Oxford comma in all instances
5. Use Title Case in titles, subtitles, and headings
6. Use Sentence case in pull quotes

Accessibility

1. Font size must be readable, large enough throughout all documents, including captions, infographics, etc.
2. Use high contrasting colours to ensure ALL text is on readable background (i.e. chartreuse font cannot on light background)