

Short style guide

Our brand is more than the way we look or how we speak. It's also [who we are](#).

By following a consistent approach we can raise awareness and understanding of who we are and what we do - so that no one in the UK will have to face [Parkinson's](#) alone.

It is really important that every communication we send is 'on brand' because this ensures the whole organisation is speaking with the same voice and we are putting out a consistently strong message to the public.

The style guide below will help you to do this.

Style	For everyday style that is not necessarily specific to the charity, please use the Guardian style guide at www.theguardian.com/styleguide
Spelling	<p>For everyday spelling that is not necessarily specific to the charity, please use the Chambers dictionary at www.chambers.co.uk/book/the-chambers-dictionary</p> <p>Use the first spelling if there is more than one.</p> <p>Other dictionaries will spell some things differently.</p>
Quick guide	<p>A quick guide to writing common words and phrases:</p> <ul style="list-style-type: none">• times: 12-hour clock, 10pm (not 22.00), 11am-1pm, 12 noon• dates: Thursday 1 June 2017 (not Thurs 1st Jun 16)• people with, affected by, living with Parkinson's• 'Parkinson's' or 'the condition', not 'Parkinson's disease'• avoid semi colons ;• don't change brand names to fit our style: M&S, easyJet, eBay, YouTube
Top tips	<p>Some practical writing and proofing tips:</p> <ul style="list-style-type: none">• plan what to say and how to say it• remember your reader• write short sentences and paragraphs• use real case studies and quotes• use 'you', 'we' and 'us'• avoid jargon, use simple words and phrases• print out your work to check it, or read it aloud
Tools	<p>You can copy and paste your written content into some useful, fast and free online tools.</p> <p>These tools can highlight basic errors to help you write accurate sentences:</p> <ul style="list-style-type: none">• www.hemingwayapp.com• www.foxtype.com/concise

Spellings of words we use often

Guidance around words and phrases that we use regularly in our materials.

Our style	Not our style
among	amongst
centre	center
co-ordinator, co-operate	coordinator, cooperate
comorbidities	co-morbidities
counsellor	counselor
dietitian	dietician
enews	e-news
fundraising	fund raising, fund-raising
groundbreaking	ground-breaking
healthcare (unless 'health and social care')	health care
helpline	help line, help-line
inpatient	in-patient
local adviser (lower case)	local advisor
multidisciplinary	multi-disciplinary
ongoing	on-going
outpatient	out-patient
preventive	preventative
programme (for example 'programme of work')	program (except for 'computer program')
side effect	side-effect
social care	socialcare
teamwork	team work
T-shirt	t-shirt, Tshirt (or any other variation)
wellbeing	well-being
while	whilst

Words to avoid and alternatives

Avoid words that dramatise Parkinson's or make the condition sound frightening.

Use these	Avoid these
Say 'Parkinson's' in full. Or 'the condition'. We may have to make exceptions where people living with Parkinson's describe their own condition, or 'disease' is used as a medical term.	Parkinson's disease, PD Avoid using 'disease' where possible.
Parkinson's medication or Parkinson's drugs	Antiparkinsonian medication
Older people	Elderly people, the elderly
Disabled person	Handicapped
Accessible toilet	Handicapped toilet
Difficulties with, disability	Impairment
Tremor	Shaking
Diagnosed with	Struck down with
People with Parkinson's, living with Parkinson's	Suffers from, sufferer, is a victim of, patient
A wheelchair user	Wheelchair-bound
'Working age', 'early onset' or 'younger people' (any of these are fine and they're interchangeable).	Young people, the young

To request the full style guide, contact the Local Networks team at localnetworks@parkinsons.org.uk

If you have any questions about the style guide, contact Georgia Sanders, Content Manager, at gsanders@parkinsons.org.uk