WEB CONTENT WRITING STYLE GUIDE

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Overview

This style guide contains style guidelines and grammar rules to follow when writing or editing our web pages. Following proper grammar rules and adhering to the style choices will ensure our copy is consistent on all pages and across all writers.

Purpose

The purpose of this guide is to be a reference for anyone writing or editing copy for our web pages.

How to use this guide

Examples of incorrect sentences are in *red italics*.
Examples of correct sentences are in *green italics*.

Use ctrl + f to search for a word or category you need help with. For spellings and hyphenation, you can first check the quick reference guide to see if the relevant word is listed.

General writing rules

Radisson Hotel Group uses **US English** spellings and word choices. Any British English spellings or words should be updated to US English. Browser and Word spell-check tools are not always correct due to variables. Therefore, check a dictionary for the correct spelling.

Ensure that the writing is simple, concise, and easy to understand.

Use active voice and short sentences with action verbs whenever possible.
> *Free Wi-Fi is offered by Radisson Blu.* (passive)
> *Radisson Blu offers free Wi-Fi.* (active)

Use calls to action/get readers' attention in a variety of ways without being too salesy or pushy—especially on pages like POIs where we're just making suggestions and not selling our own products. Don't overpromise.

Keep your writing formal (e.g., don't use slang) but conversational (friendly and not overly wordy). Understand the target audience and always write with them in mind.
Refer to the Tone of Voice document for an overview of the *do*s and *don't*s for your creativity when writing.

Points of View
When writing about our hotels, use first person (we, our).
When writing to guests, use second person (you, your).

Do not use first person from the point of view of other properties where we do not have ownership, such as POIs.

Third person point of view is okay to use for informational/historical sections of copy.

Sourcing Information

Research and verify
When using outside sources, do your research and be sure that you are choosing reputable sources. When possible, verify information across multiple sources. If you are not sure whether something is true or if you do not understand it, then don't write that sentence. It's best to be specific with facts and concrete examples rather than write vague copy, as we want readers to take away something from reading each page.

Be careful not to plagiarize
When taking information from other sources, make sure you understand what you are writing and paraphrase the sentence—do not copy sentences or headings from the original sources. Google is strict about having unique content, but most importantly, we want our website to have useful information that is easy to understand and fits our company style.

Keep it low maintenance
When writing new content, avoid mentioning things for external places that can change such as packages, group deals, opening hours, prices, and stores in malls. While sometimes brief mentions of some of these are okay, normally it will quickly be wrong on our site and require frequent maintenance. Also, information on party packages and group deals for an external property are probably not useful for our guests.

If there is existing information on pricing, opening hours, deals, etc. that are specific to our hotels, retain this information. In such cases, it is the hotel's responsibility to keep the information current.

Avoid using other brand names
As much as possible, avoid mentioning store names in malls or other specific brands/products (like Coca-Cola Freestyle machines)—we want to avoid promoting one over another, and these can change as well.

Writing for translations

Translation of web content is mostly automated. The translated content is later reviewed by translators. It is therefore important to write with translations in mind.

Keep sentences short and choose words that will be simple for translating. Overly complicated sentence structure should be avoided.

Avoid using puns, idioms, industry jargon, or other expressions that may not translate well or may only be understood in certain regions. This is true even for currently English-only web pages, as they could get translated someday.

> *Water way to spend a day!* (pun for a water park POI)
> *Proud as punch* (won't translate well)

Writing for the internet

Similar to writing for translations, always keep in mind that you are writing for the internet. Most readers want quick, easy-to-read points.

Keep information brief. Use headings and subheadings to make content easy to find and read. Use helpful headings to make scanning easy, and to keep paragraphs organized.
See the page formatting section for more details.

Outside references

For anything not covered in this guide, you can refer to the Chicago Manual of Style (our preferred style guide), and Merriam-Webster (our preferred dictionary).

Abbreviations and acronyms

Abbreviations

In general, avoid abbreviating words in copy.

Words to always spell out

Avoid using	Instead, write out
A/V or AV	audiovisual
aka	also known as or choose different phrasing
approx./app.:	approximately; if abbreviation must be used, say approx.
Apt.	apartment in copy; abbreviation can be used in addresses.
Appt.	Appointment
ETA	expected time of arrival; Reword the sentence if possible
Hr/h	hour or hours
Min.	minute or minutes
Min/max	minimum or maximum
Misc.	miscellaneous
m^2	square meters; squared/cubed units should be written out in copy and only abbreviated in bulleted lists or other specified spots
NB/NB!	Please note:
No/no./num	number or numbers; avoid using the word number if it makes sense to do so, such as bus 19 (bus number 19 is also acceptable).

Exceptions—words that can be abbreviated

Word and concepts	Can be abbreviated to
12-hour clock indicators	am or pm (lowercase and without periods)
Extensions for phone numbers	ext. (with period)

Word and concepts	Can be abbreviated to
Measurements	km, m, mi, ft, in, and so on (but squared/cubed units should be written out in copy and only abbreviated in bulleted lists or other specified spots)
Mount	Mt (without period)
Road	Rd (without period)
Saint	St (without period)
Speed	mph or kph
Street	St (without period)
Storage sizes and bandwidth	GB, TB, Mbps, Kbps

How to use common abbreviations

Avoid using periods with common abbreviations
The preferred style for abbreviations is to avoid using periods. *St, Rd, Mt,* and so on. Only use periods if they are necessary to avoid confusion.

Twelve-hour clock abbreviations
When using *am* and *pm* to indicate time, keep them lowercase and do not use periods. Note that 12 pm is noon while 12 am is midnight. It may be best to write out the words for these to avoid confusion, as technically am means "before noon" and pm means "after noon."

Always use space between the number and am or pm.
> *Guests can check in after 10 am and must check out before 1 pm.*

Latin abbreviations: e.g., i.e., etc.
Avoid the use of these abbreviations unless there is a space constraint. Use the equivalent phrase instead as outlined in the table below.

Abbreviation	When to use	Equivalent phrases	Punctuation rules
e.g.	When listing examples	● for example ● such as ● including	Use a comma **before** these phrases.
i.e.	When you could use "in other words"	● that is ● in other words ● essentially	Use a comma **before** and **after** the phrase

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Abbreviation	When to use	Equivalent phrases	Punctuation rules
etc.	At the end of a list to indicate that other items are included	and more	Use a comma **before** the phrase.
		and so on	Use a comma **before** the phrase. If your sentence continues after the phrase, then use a comma **after** the phrase as well.

Visit famous Copenhagen locations, such as, Nyhavn, Rosenborg Castle, and Kastellet.
Visit famous Copenhagen locations, such as Nyhavn, Rosenborg Castle, and Kastellet.
Enjoy in-room amenities, including a hair dryer and free Wi-Fi.
Rooms include bedding, toiletries, chairs, and more.
Rooms include bedding, toiletries, chairs, and more, to make your stay comfortable.

Rules when using the abbreviated forms of e.g., i.e., etc.

Avoid using the abbreviated forms in running text unless there is a space or character constraint.

In main text

For e.g. and i.e., the letters should always be lowercase, and each letter should have a period after it.
A comma should come **before** and **after** e.g. and i.e. when used in running text.
   Our rooms have great amenities, e.g., free Wi-Fi, flat-screen TVs, and soft bathrobes.
   I love fluffy cat breeds, e.g., Ragdoll or Maine Coon.
   (but always better to just say "such as")

For etc., the letters should be lowercase, and a period should always come after the c. A comma should always come **before** etc. when used in running text.
If etc. is in the middle of a sentence, put a comma **after** it as well.
If it's at the end, the period after c acts as the terminal punctuation for the sentence.
   I have visited all of the US East Coast: Maine, Connecticut, Florida, etc.
   The teacher asked the children to bring paper, pens, rulers, etc., for the first day of school.

In parenthetical lists

When introducing a parenthetical list with using e.g. or i.e., use a comma only after the abbreviations. No comma is required before as the list or rephrasing is set apart with parentheses.
   The zoo has plenty of big cats to see (e.g., tigers, lions, and panthers).

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I love Nickelodeon game shows (e.g., Global Guts or Legends of the Hidden Temple).
I love to stay up late and sleep in (i.e., I am not a morning person).

What not to do

Do not use "including," "such as," or similar phrases to introduce a list and then use "etc." at the end of the list; it is redundant to use both.
When listing examples and using words like "including," the list should not contain every single possibility.
Do not write *and* before etc.

For fun water sports, try surfing, kneeboarding, water skiing, and etc.

Acronyms

Do not use periods in acronyms.

CIA, NPR, NASA, US

To make an acronym plural, just add an *s.* Do not use an apostrophe.

This room has two TV's.
This room has two TVs.

Using acronyms in text and headings
Use the expanded form of the acronym the first time it appears in the body text. Put the acronym in parentheses after the expanded form. Use only the acronym for subsequent mentions.

Check with the Department of Transportation (DOT) for transportation options. The DOT provides bus, train, and tram schedules.

Do not use acronyms in headings. Avoid mentioning them at all in headings, but if you must, spell it out and do not put the acronym in parentheses. Still spell it out and place the acronym in parentheses after it for the first mention in the body text.

If you are only mentioning something only once, spell it out and do not mention the acronym.

Exceptions—acronyms that don't need to be spelled out
Some common acronyms that can be used without further explanation in text:
- VPN
- IP (address)
- US (no periods) or USA.
- TV
- PA system
- DJ

Capitalization

Proper capitalization aids in clarity and consistent capitalization ensures a standardized style.

Headings

Use sentence-style capitalization for all headings and subheadings. Only the first word and proper nouns should be capitalized. Do not use terminal punctuation for headings.

Copenhagen's top attractions
Relax by the water at Havneparken

When to capitalize

Capitalize the first word in a sentence and any proper nouns. Use the same rule even when writing headings.

A UNESCO World Heritage site
This famous landmark was added to the UNESCO World Heritage List in 2018.
Visit the beautiful and rugged island of Bornholm.

Capitalize specific titles or departments.

Meetings & Events, Marketing & Sales, Vice President, Managing Director, Wedding Coordinator, Meetings & Events Coordinator, Food & Beverage

Capitalize room types in a hotel

Standard Room, Presidential Suite

Capitalize names like *Gothic or Art Deco* when using them to refer to the architectural style/artistic movement. Note that words like *modernism* and *impressionism* do not require capitalization, so when it doubt, research the specific style you might be writing about.

Always capitalize the W and F in Wi-Fi.

When writing about Old Town or Old City areas, follow the capitalization rules for [directionals](#). If you are referring to the specific region, capitalize. If you are using it as an adjective (*old town area* or *old town section of the city*), then keep them lowercase.

When not to capitalize

Do not capitalize words for emphasis (e.g., Free wireless) The word "free" should not be capitalized, even when describing high-speed internet. Similarly, wireless and high-speed should not be capitalized.

Do not capitalize internet.

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Be careful not to capitalize common names such as names of animals or casino games. These should be lowercase, other than any proper nouns within them.

> *poker, roulette, blackjack*
> *Texas hold 'em*
> *blackbird, chickadee, macaques, capuchin monkeys*
> *American goldfinch*

When the word *the* is part of a proper name, do not capitalize the *t* when it is in the middle of a sentence.

> *Visit The Citadel on your next trip.*
> *Visit the Citadel on your next trip.*

Directionals

Capitalize North, South, East, or West when they refer to a specific region or when they are part of a proper name.

> *Let's go to the North Pole.*
> *I'm from the South.* (referring to specific US region)
> *She's from the West Coast.* (referring to specific US region)

Do not capitalize directionals when giving directions, when describing a more general area, or when using directions as a descriptor for a region.

> *I'm traveling to the south of France.*
> *Head north, then make a slight right to go northeast.*
> *I live in southern Illinois.*

When in doubt, stick to lowercase unless it's a well-known, often described region.

Do not use hyphens when writing about the quarters of the compass.

> *north-west, south-east*
> *northwest, southeast*

Currency, Dates, Time, and Numbers

Numbers are used often in text for currency, dates, time, duration, position, and so on. For each case, there are many accepted ways of writing and following the style choices outlined ensures a consistent brand voice.

Currency

Do not convert currency. Keep the currency relevant to the hotel's location.

Do not use currency symbols. Always use the 3-letter ISO code and place the code before the figure with a space in between.

> *US$ 10, $10, 10 USD, 15 DKK, 12.50 EUR, 10 euros, €10*
> *USD 10, DKK 15, EUR 12.50, EUR 10*

Always write currency as a numeral and place a decimal between main units and subunits, when needed.

When fractional amounts are used, place a zero before the decimal.

> *The project was USD .5 million.*
> *The project was USD 0.5 million.*

Only include a decimal point and zeros when whole amounts are listed with fractional amounts: Prices range from USD 0.55 to USD 10.00. Otherwise, just USD 10 is fine.

Use a comma to separate four digits or more; use a decimal for subunits.

> *1,420.50*

Dates

Always use US date formats. Write out the month and always use cardinal numbers for the day (do not use 1st/12th and so on). When using the month, day, and year together always place a comma between the day and year.
Month DD, YYYY
Month DD
Month YYYY

> *20 August 2019*
> *12 October*
> *October 22nd*
> *January 3rd, 2000*
> *August 20, 2019*
> *October 12*
> *October 22*
> *January 3, 2000*

Always use cardinal numbers for the day except when you refer to the date using the phrases "DD of Month" or "on the DD."

The promotion starts the 14 of September.
The promotion starts the 14th of September.

The new year celebrations at our hotel start from 30th December, 2018.
The new year celebrations at our hotel start on the 30th of December, 2018.
The new year celebrations at our hotel start on December 30, 2018. (preferred format)

Stay with us on the 30.
Stay with us on the 30th.

Do not write dates in number format as different countries use different number order. 10/11/2019 means October 11 in US but November 10 elsewhere.

When indicating a span of years, use an [en dash](#) to indicate the range. Use a 2-digit year for the second number unless there is a change in century.

1965–88, 1999–2006

Use ordinal numbers (number + st/nd/rd/th) for centuries, and spell out the word century.

Twentieth century
19th century

Time and duration

Time
Always use a colon to separate hours from minutes. Do not use a period.
Do not place a zero before the hour.

09:00, 9.30 pm
9:00, 22:30, 9:30 pm

Always use the 24-hour clock except for US hotels. Do not use am, pm, or hours.

18:00 hours, 19:30 pm
10, 18:00, 19:30

Use the 12-hour clock only for US hotels. When using am or pm with time, always insert a space before it and write in lowercase with no periods.
Note that 12 pm is noon while 12 am is midnight. It may be best to write out the words for these to avoid confusion, as technically am means "before noon" and pm means "after noon."

10 am, 6 pm, 7:30 pm, 11:55 pm

Opening hours
To indicate the time range for opening hours, use an en dash between the times or use a "from _ to _" construction. Do not place a zero before the hour. You can leave out minutes if both times in the range are whole hours.

09:00–22:30
From 9 to 20:30
10.00 am–6.30 pm
9:00 am–6 pm
9:00–22:30
From 9:00 to 20:30
10:00 am–6:30 pm
9 am–6 pm

Duration
Always use space between a number and a time unit.

1 hour, 20 minutes

Do not abbreviate units of time (hours, minutes, seconds).

1h, 30min
Commuting time is 1hr 20 minutes approximately.
Typically, it takes 30 minutes to reach the hotel.
Drive 1.5 hours to the hotel.

When providing travel durations, always give distance (kilometers, miles, etc.). You can optionally provide the time it takes as well.

Always write time durations in numerals, except when using the words "half hour."
Do not mix numbers and words when writing about durations.

Half hour versus 30 minutes
Writing *a half hour* is preferred over 30 minutes (this sounds less "friendly") and over *half an hour* (this is more typically British English wording).

The hotel is a half-hour drive away.
You can find trains leaving every half hour.
Wait a half hour for the shuttle.

Also, *one and a half hours* or *1.5 hours* is preferred over *1 hour and 30 minutes*.

If you choose to write out *half hour,* then spell out any numbers within the same phrase. Otherwise, combine the time to form a decimal.

1 and a half hours, two hours and 40 minutes
1.5 hours, one and a half hours, 2 hours and 40 minutes, a half hour

Numbers

Spell out numbers one through nine (except for measurements, times, and percentages). Use numerals for 10 and up.

There are 6 meeting rooms in our beautiful seaside hotel.
There are six meeting rooms in our beautiful seaside hotel.

For very large numbers, write the numeral followed by million or billion.

6 billion
17 million

Spell out numbers if they start a sentence (or reword the sentence so the number is not first).

If there are multiple numbers within a sentence or paragraph, use numerals for all of them.

There are 11 bars and eight restaurants in Old Town.
There are 11 bars and 8 restaurants in Old Town.
There are 3 meeting rooms where you can host an event for up to 100 guests.

Note that a stand-alone number can be spelled out when a figure that is always written in numerals (ranges, measurements, dates, or percentages) also exists in the sentence.

The hotel is 2 km from four tourist attractions.
You'll find three archaeological sites dating from 1410–1650.

Spell out plural numbers that occur as part of a phrase, such as hundreds, thousands, and millions.

Be amazed by 100s of flamingos.
Be amazed by hundreds of flamingos.
1000s of pilgrims visit Mecca every year during the holy month.
Thousands of pilgrims visit Mecca every year during the holy month.

For percentages, write the number as a numeral and use the percent sign %. Avoid writing the word percent.

9 percent
9%

If you must use the word percent, ensure that it is spelled as one word, and not *per cent*.

Using punctuation with numbers

Use a comma for numbers with four or more digits

1,500
20,000
1,233.8

Use a period for decimals.
1.5

Express fractions as decimals.
3 ½ km, 2 ¼ mi
3.5 km, 2.25 mi

Phone numbers

Example phone number formats for the website:
+31 (n) 1234567 or +31 (n) 123 45 67
Where (n) is the area code/city code/regional code. These are typically 1-3 digits.
- Always include a plus sign and the country code.
- Do not use any punctuation (such as hyphens or periods) between numbers, only spaces. The spacing will differ by country.
- When area codes are provided, they can be placed inside parentheses if listed that way by the hotel. Otherwise, list the area code without punctuation and with applicable spacing like the rest of the phone number.

When providing extension numbers, write ext. and not x. Ensure that there is a space before and after ext.
+86 23 8866 9999 ext. 3611

For toll free numbers, do not use a + in front of the country codes as these numbers do not work outside of the specified country.

Example toll free formats:

Country	Toll free format
Argentina	0800 XXX XXXX
Australia	1 800 XXX XXX
Brazil	0800 XXX XXXX
Canada	1 8XX XXX XXXX
Chile	123 XXXX XXXX
Columbia	01 800 XXX XXXX
Costa Rica	0800 0XX XXXX
New Zealand	0 800 XXX XXX
United States	1 8XX XXX XXXX
Uruguay	0004 019 XXXX

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Using ordinal numbers

When a number refers to a position or a sequence, it is called an ordinal number, such as 1st, 2nd, 25th, 91st, and so on.

Use ordinal numbers when mentioning:
- Centuries
  This landmark is from the 16th century.
- Floors in a building
  The meeting rooms are on the 1st floor of the hotel.
- Dates when using the phrases "DD of Month" or "on the DD"
  The discount is available starting on the 15th.
  The promotion starts the 1st of March. (Note that all other date formats should use cardinal numbers.)

In all other instances, spell out ordinal numbers such as first, fifth, twenty-first, and so on. Note that two-word ordinal numbers are always hyphenated.
  The city opened its first Asian-fusion restaurant.

Units of measure

Use the metric system for units of measure (kilometers/km, meters/m, hectares).

Exceptions:

For US hotels, always use the Imperial system (miles/mi, feet/ft, acres).
For India hotels, use feet for room sizes as well as M&E room sizes (all else metric).

Leave a space between a number and an abbreviated unit of measure.
Note that the abbreviated forms do not have plurals. Do not add an *s* at the end, even when discussing plural units.
  850m
  850 m
  Drive 35 kms to the hotel.
  Drive 35 km to the hotel.

When using the full word for a unit of measure, leave a space between the numeral and the unit. When used as a noun, the units should be plural.
  Walk 75 meters to the destination.
  You can walk 800 meters to the hotel.

If using the unit of measure as part of a compound adjective, use a hyphen. The unit of measure should always be singular in these cases.
  A 60-kilometers trip
  A 20-minutes walk
  A 4 hours drive

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A 500-meter walk
A 3-hour drive
A 10-minute walk
The hotel is a 400-meter walk from the bus stop.
The hotel is a 62.5-km drive from the airport. (Though it is better to spell out the units when using as an adjective.)

Always write measurements as numerals.
three kilograms, nine meters
1.5 km, 3 miles, 5.2 kilometers

When writing about area in a descriptive sentence, use *square meters, square kilometers, square feet,* or *square miles.* (Not *meters squared, kilometers squared,* or *miles squared.*)
The park has 50,000 square meters to explore.
The ballroom, with 680 square meters of space, is an ideal wedding venue.

When using the area as an adjective, use the singular unit of measurement and hyphenate it.
The 680-square-meter ballroom is an ideal wedding venue. (singular *meter* when used as an adjective)

Do not use m^2, *m^2, or m2* in copy. In specific areas of the site where you are told to use m^2, always use a <sup> HTML tag to make the 2 superscript. The abbreviation can be used in bulleted lists, such as lists of meeting room sizes.
- *Room A: 100 m²*
- *Room B: 60 m²*

- *Ballroom: 1,500 ft²*
- *Ballroom 2: 750 ft²*

Dimensions
When writing dimensions within copy, avoid using abbreviations for units of measure and avoid using *x* between the dimensions. Also avoid symbols.
The room is 100 feet long and 150 feet wide with 10-foot ceilings.
The room is 100' x 150'.
The room is 100 ft x 150 ft.

If the dimensions are in a list, use the following formats:

When 2 or 3 dimensions are given, separate them with spaces and *x* between the numbers. Abbreviate the units at the end: ft, in, m, cm, etc.
- *Room A: 50 x 20 x 10 m*
- *Room B: 10 x 10 x 3 m*

- *Room A: 50 x 20 x 30 ft*

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- *Room B: 100 x 50 x 10 ft*

When one dimension is given, just use the abbreviation and make sure the 2 is superscript.
- *Room A: 50 m^2*

When capacity and dimensions are given, try to format the list similar to the below example.
- *Room A: 100-person capacity, 1,000 ft^2*
- *Room B: 50-person capacity, 500 ft^2*

Grammar

Gender and personification

Do not use gender for non-living things.

Do not use the words "they/their" when talking about a business/building or place. Instead use its/the.

The museum houses the Aviation Library. Their camps inspire future pilots. They also offer tours and activities.

The museum houses the Aviation Library. The library's camps inspire future pilots. Tours and activities are also offered. (Several rewrites would be possible here, as long as they/their is not used to refer to the library. You could use they/their if you instead talk about library staff or tour guides.)

Working with parts of speech

Each part of speech is listed in alphabetical order and more information along with relevant rules are provided.

Adjectives

Adjectives fall into different categories, and must be listed in the following category order:
- quantity(numbers)
- opinion/observation (subjective things like beautiful/nice/funny/smart)
- size
- age
- shape/length/appearance (appearance being more objective things like bumpy/smooth)
- color
- origin/ethnicity/religion
- material
- purpose (a noun used as an adjective like *sleeping* bag or *baseball* card.
- (then the noun)

A beautiful, large, old, circular, red, German, porcelain serving platter. (adding *and* between those with commas makes sense. Do not add a comma between a purpose adjective and the preceding adjective: "Porcelain and serving platter" doesn't make sense; *porcelain* modifies *serving platter* in this case. See below notes for more explanation.)

A red, ancient, sandstone structure.
A sandstone, red, ancient structure.
An ancient, red, sandstone structure.

Do not add a comma between the final adjective and the noun.

Deviating from the adjective order causes odd-sounding sentences that often do not make sense. There are rare exceptions for things like Big Bad Wolf, which follows reduplication rules instead (where a word is repeated with a consonant or vowel change). We shouldn't see much of this so research examples or ask if you need it, but you're familiar with reduplication for things like tick tock or zig-zag.

To determine whether you should put commas between adjectives in a list, you must see if they are coordinate adjectives or cumulative adjectives:

Coordinate adjectives each modify the noun separately. A good general rule to test this is to put *and* between the adjectives or rearrange the adjectives (if they come from the same category) and see if the phrase still makes sense. These require a comma between them.

> *A witty, funny friend.*
> *A funny, witty friend.* (These are both from the opinion category so the rearranging test works. They can be listed in either order and require a comma.)

> *A gray, small, young duckling.* (The adjectives are from different categories, so they cannot be rearranged. However, "small and young and gray duckling" makes sense, so commas are needed here.)
> *A small, young, gray duckling.*

Cumulative adjectives do not modify the noun separately. The adjective closest to the noun modifies the noun, then the adjective before it modifies that adjective + noun together. If you add *and* or rearrange the adjectives the sentence no longer works like it did before. Do not use a comma between these.

> *A mobile new phone*
> *A new mobile phone*
> *The picture was in a custom beautiful frame.*
> *The picture was in a beautiful custom frame.*

Compound adjectives are two or more words that work together to modify a noun. When a compound adjective is used before the noun, use a hyphen or hyphens to join the adjectives. When the compound adjective is after the noun it modifies, do not use hyphens.

> *He made a long-distance call.*
> *The phone call was long distance.*
> For more examples, see the compound adjective part in the [hyphens] section.

Adverb
Adverbs should normally be placed as close to the word they modify as possible (most often right before it). If you don't do this, the sentence meaning could completely change or there could be some ambiguity like this example from the Chicago Manual of Style:

> *The marathoners submitted their applications to compete immediately.* (In this case, it could mean the applications allow them to compete immediately, instead of that they

submitted right away.)
The marathoners immediately submitted their applications to compete.

Conjunctive adverbs are words such as *however*, *therefore*, and *indeed*, which show comparison, contrast, sequence, etc.
When conjunctive adverbs join two main clauses, use a semicolon before the adverb and a comma after it.
I need an example sentence; however, I cannot think of a good one.

Article

Articles (or determiners) are used before nouns to help identify whether the noun is definite or known to the reader versus a more general or unknown noun.

Definite article: the
Indefinite articles: a, an

When to use *the* with proper nouns

Use the	Don't use the
When the proper noun includes terms like river, ocean, bridge, region, or building, refers to geographical areas, or is the name of a sea, ocean, river, gulf, peninsula, forest, or desert.	For names of lakes or bays (except for groups of lakes: the Great Lakes).
When you refer to plural lakes, mountain ranges (not singular mountains), and chains of islands (not individual islands).	For individual names of islands and mountains.
When the proper noun contains a prepositional phrase, especially with the word "of" included.	For most singular proper nouns, like names of countries, cities, states, continents, streets, parks, people, and places (Mayfair Mall, Target, Netto).
When the proper noun contains political or organizational words like kingdom, union, republic, institute, foundation, corporation.	
In some instances for plural proper nouns, like plural family names (The Johnsons), or the United States, the United Nations.	

the Mississippi River, the Middle East, the Sahara, the Black Forest
Harvard University, Lake Michigan, Half Moon Bay
Always use *the* in front of hotel names when you are referring to a specific hotel.
Stay at the Radisson Blu Scandinavia Hotel Copenhagen.

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*I am staying at **the** Radisson Blu in Amsterdam.*

Do not use *the* in front of hotel names when you are referring to a group or general hotel brand.
Radisson RED offers colorful rooms.
Those travelers enjoy Radisson Blu hotels.

If the proper noun/name includes the word *the* in front, still make the *t* lowercase when it is in the middle of a sentence.
Stay at the Diplomat Radisson Blu Hotel, Residence & Spa, Manama.

When to use *the* with common nouns

Use the	Don't use the
When referring to something specific or unique/a specific instance of something. *The sun rose before 6 am yesterday.* *Clouds drifted across the sky.*	When referring to something generic.
When referring to something that has already been mentioned earlier in the text, to refer back to that specific item.	When referring to generic plural. *Clouds drifted across the sky.*
When referring to decades. *The museum was built in the seventies.*	When referring to the specific year. *The museum was built in 1975.*

When to use the definite article with adjectives
Always use *the* with superlatives and ordinal numbers.
*This cafe is **the** best spot for coffee.*
*Meeting rooms are on **the** 2nd floor.*

When to use the indefinite article
Use *a* when the noun has a consonant sound.
Use *an* when the noun has a vowel sound regardless of the actual letter you see.

A UNESCO World Heritage site
A university campus
An unnecessary fee.
An hour
A historic event
An LSAT exam

Conjunction

Conjunctions join together words, phrases, clauses, or sentences. It's best to avoid starting sentences with conjunctions, but it has become more common in informal writing. If you do choose to start a sentence with one, do so sparingly.

Coordinating conjunctions: for, and, not, but, or, yet, so
When coordinating conjunctions join two independent clauses, put a comma before the conjunction.

> *The Radisson Blu in Copenhagen is near many famous attractions, and concierge services are available to help you plan your day.*

When coordinating conjunctions join a dependent and independent clause, do not use a comma.

> *Take a trip to Fiji to dine in style or lie on the beach.*

Sentences using correlative conjunctions should always use both parts in the sentence. You should also pay close attention to [parallelism](#) here (if a verb follows the first part, a verb should follow the second part, and so on).

> either...or
> *Either if you are in the area of Liege or staying in Brussels, take a day trip to feel rejuvenated in one of the famous balneotherapy sessions.* In this example, *either* should not be used at all. *Whether you are staying in Liege or Brussels* would be correct.
> *We should **either** play a game **or** watch a movie.*

> not only...but (also)
> *It is **not only** delicious **but also** nutritious.*
> ***Not only** does Denmark burn its trash, **but** it **also** imports waste from other nations.*

> neither...nor
> ***Neither** my mom **nor** my grandma has blonde hair.*

> both...and
> ***Both** my cat **and** my dog are five years old.*

> whether...or
> *He must choose whether to go to college or traveling the world.*
> *He must choose **whether** to go to college **or** to travel the world.*

> the...the
> ***The** more you practice, **the** better you'll get.*

> as...as
> *That kid is **as** fast **as** a rabbit.*
> *I like salt **as** much **as** I like sugar.*

as much...as
*Fame is **as much** a blessing **as** it is a curse.*

no sooner...than
*They had **no sooner** stepped outside **than** it started raining.*
Note that this construction would likely not translate well, so it's best to avoid.

rather...than
*If you'd **rather** relax **than** shop, head to the beach.*

Noun

When working with nouns, pay attention to subject-verb agreement.

Look out for nouns that are spelled the same in singular and plural and check the context to choose the appropriate verb. Also watch for verbs that seem singular or plural but are the opposite.
*The **pants are** in the closet, but the **pair** of pants **is** in the closet.*
Her offspring is over there (when there is one child), but her offspring are over there (if more than one).
*The **aircraft are** lined up over there.*
*The **aircraft is** ready for takeoff.*

In US English, collective nouns (such as everyone, staff, faculty, or couple) are most often treated as singular. Use a singular verb with these words.
The staff is here to help.
The couple is booking the weekend package.
If your sentence refers back to the collective noun with a pronoun, then ensure your pronoun and verb choice match.
*The staff **is** here to help, and **they** will arrange airport shuttle services.*
The staff is here to help and will arrange airport shuttle services. (reword to avoid the pronoun if you can)
*The staff **are** here to help and **they** will arrange airport shuttle services.* (use the plural verb and plural pronoun if you must)

Identify the noun qualifying the verb, which may not always be the noun closest to the verb.
*A **basket** of goodies **are** provided in the Junior Suite.*
*A **basket** of goodies **is** provided in the Junior Suite.*
*Some of the rooms **have** balconies.*
*Some of the money **goes** to charity.*

Pronoun

When using pronouns, make sure that what the pronoun refers to is clear.

Take the glass off of the placemat and wash it. (not clear whether you should wash the glass or the placemat.

I called the museum, but they didn't answer. (There is no noun for *they* to correctly refer to. Change to "but the staff did not answer" or "I called the museum representatives" or similar rewrites. Remember not to personify buildings and places by using *they* in cases like this.)

Preposition

An important rule to remember is that a preposition is always modifying an object and answering a question about the object, such as why, how, what, where, or when.

Remember that a pronoun following a preposition should always be in the objective case.

When a prepositional phrase is at the beginning of a sentence, it is best to put a comma after it for clarity even though the comma is optional for short phrases with less than four words.

Before you head out for the day, fuel up with our extensive breakfast buffet.

After dinner, stop by the Lounge Bar for a nightcap.

If using title case, do not capitalize prepositions of less than four letters. (For the Radisson Hotels website, always use sentence case unless otherwise specified.)

Verb

Proper subject-verb agreement is essential for a correct sentence.

Always identify the subject of a verb before choosing a singular or plural verb.

A bouquet of flowers brighten up the room.

A bouquet of flowers brightens up the room.

Use a singular verb for two singular subjects connected by "either/or" or "neither/nor."

When there is a mix of singular and plural subjects in "either/or" or "neither/nor" sentences, choose the verb for the noun or pronoun closest to it.

Neither the tourists nor the bus driver was able to reach the brewery.

Neither the guide nor the tourists were able to reach the brewery.

Use a singular verb with distances, periods of time, sums of money, etc., when considered as a unit.

Five kilometers seems like a long walk in the winter.

Sentence structure

A general syntax rule ("rule of thumb"):

The words most closely related should be placed as near to each other as possible to make their mutual relation clear to the reader.

Avoid dangling and misplaced modifiers

When you begin a sentence with a modifying word, phrase, or clause, make sure that the next thing that comes along can, in fact, be modified by that modifier.

When an introductory clause starts a sentence, the thing that the clause is referring to should be first after the comma.

In this incorrect example, it is not clear what is easily accessible as the modifying noun is missing from the sentence. It can be corrected by supplying either the missing proper noun or the noun phrase right after the comma, to link it with the dependent clause.

> *Easily accessible from Split, visit the most archaeologically important site in Croatia!*
> *Easily accessible from Split, Ancient Salona is the most archaeologically important site in Croatia.*
> *Easily accessible from Split, the most archaeologically important site in Croatia is a popular tourist destination.*

In this incorrect example, the introductory clause seems to be modifying "visitors" making it seem like visitors is the name of the city that has preserved a rich heritage. It is corrected by putting the actual name of the city next to the phrase describing it, as mentioned in the general syntax rule.

> *A city that preserves its Dutch heritage, visitors to Holland can expect a truly European experience in the heart of the American Midwest.*
> *A city that preserves its Dutch heritage, Holland offers visitors a truly European experience in the heart of the American Midwest.*

These are examples of proper modification.

> *Formerly a wooden shoe factory, the New Wooden Shoe Antique Mall is a must-visit in the vibrant and picturesque city of Holland.*
> *Mostly known for its cold weather, Antarctica also has fascinating wildlife.*

Ensure parallelism

Parallelism means that two or more sentences (or parts of sentences) have the same grammatical structure along with consistent usage of voice and tense. A good sentence has parallelism between clauses, phrases, and words.

> *The town is known for its historic buildings and how it gets sun all year round.*
> *The town is known for its historic buildings and year-round sunny weather.*

> *The hotel features distinct neoclassical architecture, large terraces with ocean views, and is near a private beach.*
> *The hotel features distinct neoclassical architecture, offers large terraces with ocean views, and is minutes away from a private beach.*
> *The hotel features distinct neoclassical architecture, large terraces with ocean views, and a nearby private beach.*

The British Museum is a wonderful place to see ancient Egyptian art, find beautiful textiles from around the world, and you can explore African artifacts.
The British Museum is a wonderful place where you can see ancient Egyptian art, explore African artifacts, and find beautiful textiles from around the world.

Guests love exploring the scenic locales and to visit the nearby pristine beaches.
Guests love exploring the scenic locales and visiting the nearby pristine beaches.
Guests love to explore the scenic locales and visit the nearby pristine beaches.

If using bullet points or steps, make sure that the sentences or fragments are parallel.

Take bus no 19 from the central station. You have to travel for 9 stops. Exit the bus at the Bhiwadi bus stop. The hotel is only 300m from here.
Take bus 19 from the central station. Travel for 9 stops. Exit the bus at the Bhiwadi bus stop. Walk 300 m to the hotel.
Take bus 19 from the central station, travel for 9 stops, exit the bus at the Bhiwadi bus stop, and walk 300 m to the hotel.

Tips to check parallelism

Check the word before a list with each item in the list. In the incorrect example, you can place "with" with nouns (roulette, blackjack, poker) but you cannot say "with at one of the 130 slot machines." Deleting "at" makes the sentence parallel.

Try your luck at the casino with roulette, blackjack, poker or at one of the 130 slot machines with various entertainment programs.
Try your luck at the casino with roulette, blackjack, poker, or one of 130 slot machines with various entertainment programs.

Check for a mix of different verb forms in a list. If multiple types exist together, your sentence has parallelism issues.

Tourists will visit the nearby monastery in the morning, eating late breakfast, and go for a swim in the hotel pool later.
Tourists will visit the nearby monastery in the morning, eat a late breakfast, and go for a swim later in the hotel pool.

Avoid run-on sentences

A run-on sentence is one in which two independent clauses have been connected incorrectly. Split the sentence into two, if possible, or join the clauses with a conjunction.

Once in the city center, all roads lead to Leidseplein, with most public transport intersecting the area, you can make your way in and out with utmost ease.
Once in the city center, all roads lead to Leidseplein. With most public transport intersecting the area, you can make your way in and out with utmost ease.

Always use a comma after an introductory clause

Use commas after conditional or introductory clauses, phrases, or words that come before the main clause.

> *After a day of sightseeing head to the on-site spa for a soothing massage.*
> *After a day of sightseeing, head to the on-site spa for a soothing massage.*
> *If you are arriving by car parking is available.*
> *If you are arriving by car, parking is available.*

Do not use a comma if the conditional clause is at the end of the sentence.

> *Parking is available if you are arriving by car.*
> *Head to the on-site spa for a soothing massage after a day of sightseeing.*

Do not use a comma to indicate a pause in formal writing. Do not use comma between a dependent clause and an independent clause when connecting them with a coordinating conjunction. A dependent clause cannot stand on its own without the main clause and using a comma with a conjunction leads to the dependent clause becoming a sentence fragment.

In this example, the comma is separating the subject "the present opera house" from the second verb in the sentence leading to a sentence fragment.

> *The present opera house on Augustusplatz is now a listed building, and is a captivating example of architecture of the 1950s.*

It can be easily corrected by either removing the comma or supplying a pronoun that clearly modifies the noun. In some cases, like this one, removing the second verb is also an easy fix.

> *The present opera house on Augustusplatz is now a listed building and is a captivating example of architecture of the 1950s.*
> *The present opera house on Augustusplatz is now a listed building, and it is a captivating example of architecture of the 1950s.*
> *The present opera house on Augustusplatz is now a listed building and a captivating example of architecture of the 1950s.*

In this example, the comma is separating the pronoun "it" from the second verb. This can be corrected by just removing the comma.

> *It is not merely the most lively and important location in the city, but is also one of the most significant and widely known symbols of Lithuania.*
> *It is not merely the most lively and important location in the city but is also one of the most significant and widely known symbols of Lithuania.*

Do not use a comma after conjunctions

Commas go before the conjunction when the conjunction joins two independent clauses, not after. No comma is needed when the clause after the conjunction is not a complete sentence.

> *Pointing at the condiments you want is also effective, and, at Bæjarins Beztu Pylsur, ordering "the Clinton" means you want your hot dog with only mustard—the same way the former president enjoyed his when he visited the stand in 2004.*

Pointing at the condiments you want is also effective, and at Bæjarins Beztu Pylsur, ordering "the Clinton" means you want your hot dog with only mustard—the same way the former president enjoyed his when he visited the stand in 2004.

Cardiff Bay can be found in the southern end of the city and, thanks to an ambitious regeneration project, is currently one of the most vibrant neighborhoods of the Welsh capital.
Cardiff Bay can be found at the southern end of the city, and thanks to an ambitious regeneration project, it is currently one of the most vibrant neighborhoods of the Welsh capital.

It's not only the song but, the mascot too.
It's not only the song but the mascot too.

Punctuation

Ampersands

Do not use ampersands (&) unless they are part of a proper name, department, or concept. Otherwise, spell out the word *and*.

We offer spa & fitness facilities.
Health & wellness (title)
Enjoy a delicious meal & fine wine at the RGB Bar & Grill in Noida.
We offer spa and fitness facilities.
Health and wellness
Our dedicated staff in the Meetings & Events department will help you with planning every aspect of the event. (confirmed brand concept/proper name)
Enjoy a delicious meal and fine wine at the RGB Bar & Grill in Noida.

Apostrophes

Apostrophes indicate possession or omitted characters (including in [contractions](#)).
Do not use apostrophes to indicate plural words.

1980's, the 80's
1980s, the '80s
We're offering a Romance Package for February.
Joe's laptop crashed.

Note that the contraction *it's* (it is) uses an apostrophe, but the possessive form does not use an apostrophe in this case.

The dog chased it's tail.
The dog chased its tail.
Its a sunny day.
It's a sunny day.

To make a regular singular noun possessive, add 's.

The hotel's front desk

To make a singular noun ending in *s* possessive, only add an apostrophe.

James' pen

For regular plural nouns that end with *s*, simply add an apostrophe after the s to indicate possession.

The bars' closing times were all before midnight.

For nouns that are plural without an *s,* add an apostrophe + *s* to indicate possession.

The children's choir sings tomorrow.

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Contractions

Contractions are fine to use and help keep a conversational tone to the copy.
> *You're, isn't, don't*

Exception: Do not use the contraction *there're;* instead, write out *there are.*
Also, don't use *there's* when you mean *there are. There's* means *there is* and should not be used to indicate plural.

Colons

Colons can be used to expand an idea or to introduce a set of items within a sentence. The text before a colon should always be a complete sentence. Colons should only be used when necessary to expand an idea started in the first part of your text. If you are merely grouping together two closely related sentences, use a semicolon.
> *She has three hobbies: running, skiing, and surfing.*

Do not capitalize the first word after a colon unless there is a complete sentence or a proper noun after the colon.
> *Many of these species are extremely difficult to see in city areas: the Loango Carmelite, the Mouse-Brown Sun Bird, the Blue-Spotted Wood-Dove, the Gabon Boubou, and the Cuckoo Shrike.*

When introducing a list, either use words like includes/including/such as **or** use a colon. Do not use these words with a colon.

Use a colon between minutes and hours for time.
> *10:30*

Commas

Always use Oxford(serial) commas. This is the comma before the conjunction in a list of three or more items.
> *The gardens have statues, fountains, and beautiful flowers.*
> *Log in to our network to access email, download music, or upload your holiday pictures.*

Complex lists where the list items themselves contain commas should use both semicolons and commas. The semicolons are the list separators in this case, and one is placed where the serial comma would normally be.
> *Visit island A, the biggest island; island B, the middle island; and island C, the smallest island.*

Do not add a comma after include/including for a list. The comma goes before include/including, then after each list item.
> *She collects many items, including stamps, seashells, and coins.*

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Avoid overuse

Do not overuse commas—check if it's really required.

The gently undulating landscape around Lake Constance is a paradise for active holidaymakers, on the lookout for relaxation and countless sports opportunities.
In this example, no commas are needed.
The gently undulating landscape around Lake Constance is a paradise for active holidaymakers on the lookout for relaxation and countless sports opportunities.

Commas with adjectives

Add commas between coordinating adjectives.
Do not add commas between cumulative adjectives.
Do not add a comma between the last adjective in a list and the noun.
Do not add a comma between a purpose adjective and the preceding adjective.
Read more detailed information about adjectives and commas in the [adjectives](#) section.

Commas with conjunctions

Use a comma before a conjunction joining two independent clauses.
Do not use a comma after a conjunction.
Do not use a comma with conjunctions joining an independent clause and a dependent clause.

Commas with conditional and introductory clauses

Use commas after conditional or introductory clauses, phrases, or words that come before the main clause.
Do not use a comma if the conditional clause is at the end of the sentence.

Ellipses

Do not use ellipses unless absolutely necessary where information is omitted within a long quotation. If an ellipsis is used, it should have three dots, with no space before, after, or between dots. (...)

Example from our copy:
or just snooze on the shore…
the delights on offer are endless… Make it two sentences or use em dashes, commas, colons, or semicolons where applicable.

Exclamation points

Exclamation marks should be used sparingly. Do not use them for emphasis.

Quotation marks

Always use double quotes. Single quotes should only be used when necessary as a quote within a line already using double quotes. This should rarely, if ever, happen.

Do not use quotation marks for emphasis (e.g., where bold should be used). Using quotation marks around something indicates sarcasm, a nickname, or simply indicates you are referring to the word or phrase itself rather than the meaning behind it.

> *Take the city's S-Line, or "super fast bus" as it's known locally, to arrive quickly.*

Using punctuation with quotation marks

Semicolons, colons, and dashes are always placed outside quotation marks.
Question marks and exclamation points are inside only if they are part of the quoted phrase and outside if they are part of the whole sentence.
Commas and periods are always inside quotation marks (per US English).

Hyphens and dashes

Hyphens

Hyphens are used for compound [adjectives](#), hyphenated words, prefixes requiring a hyphen, and fractions. Check dictionaries when you are not sure. Be careful not to use a hyphen in place of an en dash or em dash.

> *two-thirds*
> *ex-wife*
> *Wi-Fi*

Using hyphens correctly helps eliminate ambiguity.

> *foreign-sales manager* means a manager who handles foreign sales, while
> *foreign sales manager* means a sales manager who is foreign.
> *I saw a man eating shark* means someone was eating shark meat, while
> *I saw a man-eating shark* means that shark ate people.

Hyphenate compound adjectives when they appear before the word they modify, but not when they are after the word they modify.

> *The hotel has on-site laundry facilities.*
> *The hotel has laundry facilities on site.*
> *That's a 13th-century fort.*
> *That fort is from the 13th century.*
> *You're in a long-term relationship.*
> *Your relationship is long term.*

Do not hyphenate -ly words. The -ly word is usually an adverb modifying a verb and not a compound adjective, for example, newly added, freshly baked.

> *A harshly-worded letter*
> *A harshly worded letter*

Do not use hyphens when writing about the quarters of the compass.
> *north-west, south-east*
> *northwest, southeast*

Use hyphens after prefixes if the prefix is joined to a proper noun, a number, or an abbreviation.
> *pre-Civil War, mid-1980s, ex-CIA*

Also use a hyphen if it is necessary to avoid ambiguity or to help with readability when using prefixes, especially when the prefix ends with the same vowel as the beginning of the base word.
> *Anti-inflammatory, re-enter, pre-empt*
> Note that *co-* does not require a hyphen for words like *cooperate* or *coordinate* but would for words like *co-owner*.

Some prefixes require a hyphen most of the time, such as *all-*, *cross-*, *ex-*, and *self-*
> *all-encompassing, cross-contamination, ex-military, self-sufficient*

When possible, aim to omit hyphens with prefixes, but always check dictionaries.

Em dashes
Em dashes are used as alternatives to commas, parentheses, or colons to offset phrases in a sentence. Use them when you want to break the sentence apart to add an additional thought. Your sentence should still make sense when this offset information is removed. Do not use hyphens or en dashes here.
> *Take a trip to popular Copenhagen—currently listed as the number one city to visit.*
> *Try Hija de Sanchez—named Best Street Food in Europe for 2018—for authentic Mexican gourmet tacos.*
> *Find the most famous names—classics and trend-setters—and discover the creativity, uniqueness, experiences, design, and Finnish culture.*

There should be no space before or after the em dash.

How to create em dashes in word
To easily type an em dash in Microsoft Word, type a word, then type two hyphens where you want the em dash (no space before or after), type the next word, then hit space. The hyphens will change to an em dash. Alternatively, hold the ctrl and alt keys and press - on the number pad. You can also select Insert > Symbol > More Symbols > Special Characters.

The easiest way to use it outside of Word is to copy and paste from Word. Paste the character into the source tab in Tridion.

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En dashes

En dashes are used solely for ranges. Do not use hyphens here.
> *Pages 18–24, 1995–2010, May–September*

How to create en dashes in word

To easily type an en dash in Microsoft Word, hold the **ctrl** key and press **-** on the number pad. You can also select Insert > Symbol > More Symbols > Special Characters. It also works to type a word, a space, two hyphens, another space, the next word, and a space. You will have to remove the spaces around the en dash after doing this, though.

The easiest way to use it outside of Word is to copy and paste from Word. Paste the character into the source tab in Tridion.

Parentheses

Use parentheses sparingly to provide additional information.

Do not use parentheses to indicate optional plural.
> *You can buy the ticket(s) online or from the ticket office on the day of the show.*

Using punctuation with parentheses

Parentheses can be used to provide additional information, but if the parenthetical information is removed, the sentence as a whole should still make sense.
In these cases, all punctuation (periods, question marks, exclamation points, commas, colons, or semicolons) should be outside of the closing bracket. Punctuate the sentence as you normally would if the parenthetical information was not there.
> *Aarhus Guides arrange visits all year round to the distinctive Aarhus City Hall (just a five-minute walk from the Radisson Blu Scandinavia Hotel, Aarhus), which include the opportunity to climb the building's tower.*
> *Check out the Kerstmarkt (Dutch for Christmas market).*

In rare cases where you have a stand-alone sentence inside parentheses, the punctuation should go inside the brackets, punctuating that sentence as you would any other sentence.
> *When you visit, go to the Kerstmarkt. (That is the Dutch word for Christmas market.)*

If you have a full sentence inside parentheses, it's better to write it separately like the example above, or to reword the sentence so that the parenthetical information is a phrase.
> *When you visit, go to the Kerstmarkt (that is the Dutch word for Christmas market.)*
> *When you visit, go to the Kerstmarkt (the Dutch word for Christmas market).*

You may have an odd case where you have a question or exclaim inside parentheses and a complete sentence outside of parentheses. In this case, punctuate both the sentences. We shouldn't see much of this outside more fictional writing and it's best to avoid for clearer writing on our sites.
> *She chose to visit her friend rather than spend time with her family (but why?).*

Some cities close all nightlife by midnight (not here!).

Periods

Use a period or full stop at the end of all complete sentences in text.
Do not use periods for headings or subheadings.

With bulleted lists

If a bulleted list contains only incomplete sentences, do not use a period for any item.
If a bulleted list contains only complete sentences, use a period for every item.
If a bulleted list contains a mix of complete and incomplete sentences, try to reword them so that all sentences are either complete or incomplete. If that is not possible, you can choose to use a period or omit it for all the items but always be consistent within a bulleted list.

Semicolons

Semicolons can be used between two complete sentences that are related, in order to draw attention to the fact that they are closely linked.

Don't miss the imposing Cathedral of Santa Tecla, built over the ruins of an early Christian Church; inside you'll find a painting by Gianbattista Tiepolo that is considered a masterpiece.

Our hotel is the perfect spot for a relaxing vacation; the beach is only steps away from the lobby doors.

Semicolons are used before a conjunctive [adverb](#) that separates two complete sentences.

SENTENCE; however, SENTENCE

Semicolons can also be used to separate complex list items (typically where the list items contain commas).

The grounds are made up of three separate gardens: the Rose Garden, which has numerous rose varieties and gorgeous stone benches; the Tea Garden, which is an English-style garden complete with tables and chairs for afternoon tea; and the Children's Corner, which includes educational plaques about each plant and a playground for kids to enjoy.

There are four museums under the same roof: EMMA, Espoo Museum of Modern Art (the biggest of these museums); KAMU, Espoo City Museum; Hevosenkenkä, the Finnish toy museum; and the Finnish Museum of Horology.

Style

Use a single space between sentences, not double.

Use italics only as needed for the following:
- Book titles, movie titles, aircraft names, ship names, etc.
- Mentions of foreign words (but do not italicize foreign proper names)
- The *Yes I can!* and *Every Moment Matters* concepts.

In Tridion, you must use the tags around the text to be italicized.

Use bullet points sparingly and only when necessary for the page section.

Branding

Brand selling lines should not be translated.

When advertising/marketing for Radisson Rewards and Radisson Meetings or otherwise mentioning the number of hotels we have, use the phrase *more than 1,100*. Avoid using the number *1,400* as this total includes hotels under development, not just those in operation.

When brand concepts or other named items (official package names, promotion names, etc.) are mentioned in text, they should be capitalized like any proper noun.

Use this exact formatting for the following brand concepts/brand-related items:

Nespresso (no registered trademark symbol)

Yes I Can!

#BLUROUTES

100% Satisfaction Guarantee (but 100% guest satisfaction/100% satisfaction)

Experience More Promotion

Every Moment Matters

Points + Cash

Happiness Guarantee (Park Inn concept)

Platinum Member Services line/Elite Member Services line (follow capitalization)

Club, Silver, Gold, and Platinum are capitalized, as is Elite status

Express Awards (follow capitalization)

Free Award Nights

Members Only Rate

Terms and conditions (In web copy and buttons we will not capitalize conditions and will use *and* instead of an ampersand. If you abbreviate, use the format: T&Cs.)

Meetings & Events (when referring to our brand segment/web page section; otherwise, use lowercase and "and.")

Food & Beverage (when referring to our brand segment/web page section; otherwise, use lowercase and "and.")

City names with multiple spellings

When referring to city names that have multiple spellings (e.g., Kiev/Kyiv, Bangalore/Bengaluru), go with the accepted English spellings.

>Current confirmed spellings to use: Bangalore and Kyiv.
>Note that English generally goes with Kyiv as the proper spelling because it is translated from Ukrainian; Kiev is the Russian spelling and not preferred by Ukraine.

Company name

Please note that our correct consumer-facing umbrella brand is Radisson Hotels, not Radisson Hotel Group or Radisson.

For brand-specific copy, do not mention the umbrella brand.

Avoid using the term *properties* for customer-facing copy. Instead, use *Radisson Hotels* or *hotels*. The *H* in *hotels* is capitalized only when using the proper name Radisson Hotels. Similarly, the *G* in *group* is only capitalized when part of the proper name Radisson Hotel Group, and the word *member* is only capitalized when used in combination with a proper name like member status (e.g., Platinum Member)

Company name in other languages

In Chinese the preferred brand name for RHG as well as RH is (丽笙酒店集团) rather than having a separate name for RH.

Trademarks

For our own trademarked phrases and brands, we do not need to write SM, ™, or ® in copy. The only exception is Radisson Rewards Visa ® and TMs; always use the appropriate trademark symbol.

External trademarked brands should always use the proper trademark symbol the first time the brand is mentioned on the page. When in doubt, add the symbol (search online to ensure you choose the correct one). To create these characters in Tridion, use ® for ® and ™ for ™. Do **not** use the <sup> (superscript) tags along with the copied/pasted symbols.

>*Disney®*
>*Disney® (Disney®)*
>*Universal Orlando™ (Universal Orlando™)*

If you're not sure whether a hotel has an actual brand of something, avoid using a brand name. For example, instead of saying a Jacuzzi (a brand name), say the hotel has a hot tub, whirlpool, whirlpool tub or similar generic term. An actual Jacuzzi brand mention requires a ®.

Never put trademark symbols in the names of Tridion components, folders, etc. Only use these symbols in text fields that will be displayed on the website.

Accents/foreign characters

Within URLs and other Tridion component or folder names, replace accents/foreign characters according to this chart:

Special character	Replace with
â	a
ã	a
å	a
à	a
á	a
æ	ae
ä	ae
é	e
è	e
ë	e
é	e
í	i
ó	o
ø	o
ö	oe
ú	u
ü	ue
ç	c
ñ	n
ß	ss

Accents and foreign characters within titles/headings and copy can be retained. Make sure the special characters display properly on the website, and ask for the correct HTML to use if necessary.

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Foreign words

When mentioning a foreign word or concept in text, retain the capitalization from the source language.

If the word you are mentioning is a proper noun, format the word like any other text.

If the word you are mentioning is anything else, check to see whether that word is commonly known in English. A good way to check is to see if it appears in Merriam-Webster.

If the word is not known in English, italicize the word in text. You can always italicize foreign words that are mentioned rarely. If you mention the word multiple times on the same page and the meaning is clear, only italicize the first mention.

> Be sure to check out the *Kerstmarkt* if you're visiting during the Christmas season.

Foreign names of cities and places

Always retain the original proper names of places (such as POIs) in their original language unless specifically told to translate to English.

For the names of cities, we use an English spelling of the names (e.g., Munich, Lubeck, Nuremberg) when writing copy, but the foreign spelling of the city name when it is officially part of the hotel name.

> *The Park Inn by Radisson Nürnberg is situated in Nuremberg.*
> *The Park Inn by Radisson München Frankfurter Ring is a stylish hotel in Munich.*

Correct hotel brand names

Country Inn & Suites by Radisson
Park Inn by Radisson
Park Plaza
prizeotel (lowercase *p*): note that this is no longer in the logo lockup
Radisson
Radisson Blu
Radisson Blu Hotel, [city name]
Radisson Collection
Radisson Hotel Group (you can also use *the* in front, but it should be lowercase as it's not part of the name)
Radisson Hotels
Radisson Meetings
Radisson RED (*RED* in all caps)
Radisson Rewards

Old hotel brand names (do not use)
Carlson Rezidor Hotel Group
Club Carlson
Country Inns & Suites by Carlson
The Rezidor Hotel Group (except for in financial reporting)
Quorvus Collection

Page formatting

Web page sections will have a main heading.
The copy should start with a few sentences or a short paragraph as a small introduction. From there, start with a subheading followed by a related paragraph or paragraphs. Each new idea/section should have its own subheading.
Shorter paragraphs are best for readability, as is more white space.

Keeping sections short and including subheadings helps keep the pages reader-friendly so users can quickly jump to sections that interest them.

Formatting for page titles, page headings, all other headings, and subheadings
Use sentence case: capitalize the first word and any proper nouns.
Do not use punctuation at the end.
- Avoid putting questions in headings. If you must, then always include the question mark.
- Occasionally a colon may come after a heading, but this should only occur when you are told to use them and should be consistent across the page and similar pages.

When more web page reviews happen in the future, we recommend finding consistent formatting for headings within each page type.
> For example, headings for hotel services within contact cards on the contact page can each start with a category, add a bar character |, and then the name of the place.
> Restaurant | John Doe's Grill
> Restaurant | Pizza Restaurant
> Bar | Fun Bar & Lounge
> Spa | Relaxation Zone
> (Or, categories or icons could be added for clarity.)

Formatting of lists
Use colons to separate information in lists. Do not use hyphens or any other dashes.
> *half day - EUR 59*
> *full day - EUR 69*
> *half day: EUR 59*
> *full day: EUR 69*

In bulleted lists, you can use unit of measure abbreviations such as m^2 and ft^2 where applicable. See the [dimensions](#) section for more details.

Word usage

Look for the most appropriate word and don't settle for an "almost appropriate" one. If a word doesn't fit the sentence or thought, the reader may have difficulty in comprehending the intended meaning. Be vigilant when sourcing information from translated web pages to avoid retaining mistakes that stem from literal translations.

> *This treetop adventure is fun for everyone, or at least everyone who has a head for heights.*
> *Enjoy seven acres of luscious gardens from this stylish hotel.*
> *The Terra space is enlightened with daylight.*
> *Choose from two brand new meeting rooms overviewing Brussels from the hotel's top floor.*
> *The walk from the terminal to the hotel is a nice journey of about 18 minutes.*
> *Once at the top, you will have a gluttony of options.*

Some words do not have a plural form. The same spelling is used in plural and singular contexts.

> *water*
> *money*
> *currency*
> *scenery*, not *sceneries* (scenery is widely considered an uncountable noun with no plural form, so always use *scenery* to avoid odd-sounding sentences. Also, never use indefinite articles (a/an) with scenery.

Avoid using "from ___ to ___" unless you are indicating a clear range with extreme ends of the spectrum.

> *from jewelry, wooden African ornaments, and leather items to paintings* (These are all just works of art or crafts.)
> *The opera house hosts 40 shows per week, from lilting classical opera to thunderous rock concerts, uproarious comedy shows, contemplative theater pieces, and contemporary dance performances.* (In this example, the part after *to* is just a list and doesn't show a range. If the sentence stopped after rock concerts it could work.)
> *brands that range from Louis Vuitton to Second-Hand City* (shows a range from high-end to bargain items)

When discussing ranges with numbers/time, use *between…and*, not *between…to*.

> *We are open between 8 to 5.*
> *We are open between 8 and 5.*

When using the word *from* with a range, use the word *to* or an en dash between the numbers.

> *You will find anywhere from 10 to 20 unique photo spots.*
> *You will find anywhere from 10–20 unique photo spots.*

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Avoid using the word *persons*. Instead change it to people, guests, attendees, or something else applicable.

Wi-Fi descriptions

When possible, use the phrase "free Wi-Fi" to refer to the internet connection offered by hotels. If existing or newly submitted copy uses a longer phrase to describe the internet connection, you can keep it, but try to follow this format as closely as possible:

> *free high-speed wireless internet* (No capital letters, no commas, hyphen between high-speed. Also follow this word order for consistency, but do not add words if they are missing.)

Wi-Fi description exceptions

The word "free" should be avoided when writing for German hotels. Rewrite to use "Wi-Fi is included," "The room rate includes Wi-Fi," "breakfast is included," and so on. You can also use *complimentary*.

Brand corner pages for Radisson Collection may use *complimentary* instead of *free*.

Geographical references

Whether the word *River* goes before or after a river name depends on the established name for the specific place. This is the same for whether you call a mountain Mount _____ or ___ Mountain. US style leans more toward _____ River, so go with this format when in doubt.

Commonly misused words and phrases

advise (verb: to suggest/give guidance); **advice** (noun: recommendations or guidance received)

alternate (verb/adj: occur in turn/every other); **alternative** (noun: another possibility or option)

Break out (verb: to develop/emerge or make ready); **breakout** (noun/adj: violent or forceful break/being or related to sudden success)

> *In this romantic package, we'll break out the champagne for you.*
> *You can use out breakout rooms to brainstorm.*

compliment (polite expression/to praise someone); **complement** (contributes to something or adds to something in a useful way)

criterion (principle or standard by which something can be judged); **criteria** (plural of criterion)

its (belonging to it); **it's** (abbreviation for it is; never possessive)

> *The castle has its drawbridge down. I'm not sure if it's supposed to rain.*

fewer (not as many); **less** (not as much). As a general rule of thumb, use fewer for countable nouns and less for uncountable nouns.

> *I eat fewer vegetables than my brother. The baby is drinking less milk than usual.*
> *Fewer gallons of gas* but *less gas*
> Note: for money, always use *less*

set up (verb: to set something up); **setup** (noun: layout/configuration, the way something is organized/planned)

than (used for comparing two things); **then** (used to refer to time/sequence of time, or used as a synonym for *therefore* or *also*)
> *This street has more new cafes **than** you can imagine.*
> *Head straight through the first intersection, **then** take a right.*
> *X is better **than** Y*

who's (who is); **whose** (possessive of who)

Words that need a hyphen to avoid ambiguity
Look out for words that have a different meaning when written without a hyphen.
re-cover (to cover something again); recover (to return to a normal state)
re-create (to create again/reproduce); recreate (to enjoy a means of fun/diversion)
re-press (to press again); repress (to subdue by force)
> *Today the park is the perfect place to enjoy nature, relax, and recreate.*

Frequently misused phrases
These phrases might sound okay as they are either commonly misused in speech or even generally accepted in informal speech. Some could get worded incorrectly from direct translations.
Be careful to use them correctly in writing.
> *whether*, not *whether or not* (it's already implied)
> *wander* or *take a walk*, not *take a wander*
> *within easy reach of*, not *within easy reach to*
> *try **to** do* something, not *try **and** do* something
> *by accident,* not *on accident*
> *offers year-round options*, but *offers options all year round* (Don't use *all* when using *year-round* as an adjective; don't use hyphens when using *all year round.*)

Only use *Request for Proposal* when referring to an actual RFP document. When telling guests where they can request proposals from a hotel, use the phrase, *request a proposal*.

The word *Champagne* refers to a beverage made in the region of Champagne and should always be capitalized. If the beverage was not made in Champagne, it should be called sparkling wine.

Spelling

All copy should use US English. Word can be set to use a US dictionary. You can set your browser to default to US English spellings, which will underline misspelled words in Tridion as well.

No spelling or grammar check is always correct, so always be sure to check in the dictionary, preferably Merriam-Webster, or research with the Chicago Manual of Style. Correct spellings and RHG's preferred spellings for commonly used words can be found in the quick reference section.

Avoid more archaic versions of words. Use:
> *amid*, not *amidst*
> *among*, not *amongst*
> *while*, not *whilst*

Use on-site when the adjective comes before the noun it modifies. Use on site when it comes after the noun. Do not use onsite (one word).
> *Visit the resort's on-site golf club, spa, and water sports facilities for vast entertainment.*
> *Visit the resort's golf club, spa, and water sports facilities for vast entertainment on site.*

Use *hotspot* or *hotspots* as one word when referencing popular tourist attractions and other travel-related locations or when referring to locations with Wi-Fi connections.

Hyphenate *state-of-the-art* when it comes before the word it modifies, but not if it comes after.
> *We offer state-of-the-art audiovisual technology.*
> *Our audiovisual technology is state of the art.*

Seating arrangements like theater style, U-shape, and so on, should be hyphenated when they come before the word they modify.
> *The rooms can have theater-style or classroom-style seating.*
> *The capacity is 30 for a U-shape-style setup.*
> *The ballroom has a capacity of 500 in theater style.*

DJ is considered a word. It should always have both letters capitalized.
> *Our Meetings & Events team offers DJ services.*

For more correct spelling examples, see the alphabetical quick reference section below.

Spelling quick reference

Commonly misspelled words, preferred spellings, and US versus British English words. Please note that if a British spelling occurs in a proper name, it should be retained.

Be sure to pay attention to the part of speech to ensure you select the correct spelling. Words with (a) indicate spellings for words used as adjectives or adverbs, (n) for nouns, and (v) for verbs.

A

Ambience (not ambiance)
amid (not amidst)
among (not amongst)
artifact (not artefact)
audiovisual
advice (n)
advise (v)

B

barbecue (not barbeque)
break out (v)
breakout (a, n)
breathtaking

C

center (not centre)
check in (v)
check-in (a, n)
check out (v)
check-out (a, n)
checklist
color (not colour)

D

defense (not defence)
drop off (v)
drop-off (a, n)

E

email (no hyphen)

F

favorite (not favourite)
flip chart

focused (not focussed)
fulfillment

G

gray (not grey)

H

hair dryer (two words)
harbor (not harbour)
hotspot (one word)

I

inquiries (not enquiries)
internet (lowercase)

J

jewelry (not jewellery)
judgment

K

kilometer (not kilometre)

L

M

maximize (not maximise)
medieval (not mediaeval)
meter (not metre)
mini fridge
minibar
modeled (not modelled)
multifunctional
multipurpose

N

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nonsmoking

O

online
overzealous
onward (not onwards)

P

parking lot/parking garage (not car park)
percent
pick up (v)
pick-up (a, n)
practice (not practise)
program (not programme)

Q

R

roller coaster (two words)
rappel (not abseil)

S

savor (not savour)
set up (v)
setup (n)

T

ton (not tonne)

totaling (not totalling)
toward (not towards)
traveled (not travelled)
traveler (not traveller)
traveling (not travelling)
team-building (adj)
team building (n)

U

unrivaled (not unrivalled)
unspoiled (not unspoilt)

V

videoconference
videoconferencing

W

web page
website
Wi-Fi
well-functioning (a)
while (not whilst)

X

Y

Z

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