

## Tone of voice

Our voice is a conversation that reflects the reciprocal nature of a new way of learning and teaching. It is a two-way, face-to-face kōrero, with humanity and helpfulness.

We:

- use plain, familiar language in short sentences
- use the active voice
- mark Māori words up correctly, including macrons
- use respectful, inclusive and gender neutral language.

Our voice is authentic, empowering and bold.

## Plain English

Before you start writing, consider who will be reading it. Write to interest everyone, not just affected parties or experts.

Limit big or technical words and use plain english terms.

View a list of plain english terms in our full writing style guide.

## Our way at Te Pūkenga

We always refer to ourselves as 'Te Pūkenga', never 'The Te Pūkenga', or 'TP'. We do not use words such as 'megapolytech', 'realigning' or 'merge' when describing Te Pūkenga.

We have 'divisions', and 'teams' that belong to divisions.

Subsidiaries are written in full in the first instance then shortened.

We say:

- 'ākonga' and 'learners' instead of 'students'
- 'graduates' for learners who have completed a programme
- 'vocational and on-the-job learning' instead of 'vocational education'
- 'our network' to describe Te Pūkenga and our subsidiaries
- 'wider network' to describe Te Pūkenga, subsidiaries and TITOs
- 'Te Tiriti o Waitangi' or 'Te Tiriti' instead of 'Treaty of Waitangi'.

For more information please check our Brand guidelines, Writing style guide and Te reo Māori writing style guide.  
Any questions please email [marketing@tepukenga.ac.nz](mailto:marketing@tepukenga.ac.nz).

## Formatting

We use 'Calibri (body)' in size 11 on internal documents produced in MS Office Suite.

Designed documents may use different fonts.

We align left to support accessibility.

We rarely use bold (outside of headings), italics or underline (outside of hyperlinks).

## Numbering

### Numerals vs in full

We use:

- spelling in full for numbers one to nine
- numerals for 10–999,999
- decimals for numbers over 1 million
- numerals for showing a range
- numerals for percentages.

### Decimals

Decimals begin with a number before full stop.

### Units of measurement

We use numbers and unit abbreviations for all measurements — with no space or line break in between.

We use commas for numbers over 10,000 but not for 1000 (unless currency).

### Dates and time

When including both dates and times we say the time first. We use 'am' and 'pm', 'midday' and 'midnight'.

### Phone numbers

We write phone numbers without brackets or hyphens but with spaces.

## Grammar and punctuation

### Punctuation

- **Amperands** ('&') are not used unless part of an organisation's brand or name.
- **Apostrophes** are not used in dates, abbreviations, or te reo.
- **Brackets** are limited and avoided in the middle of sentences.
- **Ellipses** (...) are only used in quotes to words have been omitted.
- **Exclamation marks** are not used.
- **Double quotation marks** are only used for exact quotes or direct speech otherwise use **single quotation marks**. A full stop or comma goes after the quotation mark.
- **Semi-colons** or **comma splices** are not used. Instead use two sentences or an em-dash.

### Dashes

- Em-dashes (—) separate thoughts and are used for emphasis.
- En-dashes (–) show numerical ranges.
- Hyphens (-) are used for compound words.

### Grammar

- **Acronyms** are spelled out the first instance in full with the acronym in brackets, then use the abbreviation.
- **Letters** are addressed to a person or designation, with names and initials in full.
- **Capitals** are used for proper nouns, not for technical terms.
- **Endorsements** ('CONFIDENTIAL' or 'INTERNAL USE ONLY') are in bold capitals.
- When using '**i.e.**' or '**e.g.**' use full stops after each letter and only capitalise the first letter if at the start of a sentence.
- **Headings** are in sentence case.
- **Links** do not have 'http://www' mechanics, and are hyperlinked where possible.
- **Plurals** are always used if the item could be singular or plural, do not use '(s)' or '/s'.
- **Titles** of documents or publications are written in sentence case.

### Bullet points

When listing items:

- start with a lower case
- don't use 'and' at the end of each item
- only the last item to have a full stop.

When complete sentences.

- Start with an upper case.
  - Use a full stop at the end of each item.
- Numbered lists use complete sentences.