

H&E North House Style Guide

This style guide has been designed to set a unified standard for the publication. It identifies how Hospitality and Events North magazine keeps its editorial content consistent, outlining a selection of key rules and terms. This style must also flow through advertorial and commercial content.

Quarter Page Editorial: 150 - 200 words

Half Page Editorial: 300 - 350 words (plus high-res image)

Full Page Editorial: 450 -500 words (plus high-res image)

N.B These guidelines are approximations and are subject to change depending on content.

- Editorial pieces must be written in the third person narrative:
 - (i) The hotel has a selection of rooms available.
 - (ii) **Not:** We have a selection of rooms available.

- Companies are singular entities:
 - (i) Best Hospitality is an excellent company.
 - (ii) **Or:** Event specialist Best Hospitality has launched a new incentive programme.

- All editorials are to be written from an **objective not subjective** point of view:
 - (i) **Objective:** The hotel overlooks 320 acres of woodland.
 - (ii) **Subjective:** The hotel overlooks 320 acres of stunning woodland.

- Opinions must be put as quotations and attributed to relevant sources.

Basic Formatting

- Web addresses start **without** www. and preceded with a capital letter:
 - (i) Hospitalityandeventsnorth.com.

- Job titles in capital letters:
 - (i) General Manager

- Numbers in word format when less than 10:
 - (i) 'A four day break', 'three-star hotel, 1,000 delegates and seating up to 50'.
 - (ii) First, second, third, fourth...up to ninth and then 10th, 11th, 100th...

Please Note: Grammar and spelling will be checked by the editorial team at Hospitality and Events North. Certain terms and phrases may be altered to adhere to the house style and the order of content may be re-arranged for clarity of the key message in an editorial. A final copy will be sent back for a client's approval.