

XXX Communications Style Sheet

This style sheet outlines the common rules we use for all XXX. A standard style makes communications more effective by providing consistency in the style and voice of those communications.

The overall “rules” of the style are relatively simple:

1. We use Canadian-English as our standard for spelling, date format, and word choices.

Canadian-English has some aspects of British-English and some of American-English:

- a. Date format is MONTH DAY, YEAR
 - i. (Month with AP abbreviation (see next rule). Year used **only** when needed for clarity).
 - b. When British-English would require use of a “u” in spelling, Canadian-English is the same. (*neighbour, labour, favour, etc.*)
 - c. Canadian-English also defaults to the “re” spelling construct (we have an “Operations CentRE” in the Dallas area, *not an “Operations CentER.”*)
 - d. However, Canadian-English uses a “z” and not an “s” in spelling as American-English does. (*organize, analyze, etc.*)
 - e. You write a “cheque” in Canada to pay an invoice (but you “check” your account to see when it clears.)
 - f. We refer to metric measurements when needed.
- 2. We follow Associated-Press style.** This most often applies to our writing with some of the following examples:
- a. Months (when abbreviated) are written as follows: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.
 - b. It’s “U.S.” and “U.K.” (not US, UK, or USA)
 - c. Canadian province names are not abbreviated and, when needed to refer to a place (e.g. in a dateline), are always included (except for Montreal, Quebec City, and Toronto). *Hence XXX is headquartered in “Richmond, British Columbia,” not “Richmond, BC.”*
 - i. Note: “Vancouver, British Columbia,” can be used to refer to headquarters (and to the combination of the offices in Richmond and Delta).
 - d. AP rules for the abbreviation of U.S. states applies to our offices in “Ft. Collins, Colo.,” and “Irving, Texas.” (*see next bullet*)
 - e. The Operations Centre is located in “Texas” (not Tex. or TX). And while the OC is technically located in Irving, Texas, we can refer to it being located in “Dallas” (which does not require the inclusion of “Texas.”)
 - f. Referring to other CHC-associated locations, “Amsterdam,” “Bangkok,” “London,” “Rio de Janeiro,” and “Sydney,” are all used without country reference.
 - g. For place names in the U.K. (except for London which does not need country reference), “England,” “Scotland,” etc. are used with city names (but not “U.K.”). (*Therefore: We have operations in “Aberdeen, Scotland” and “North Denes, England,” but not “Aberdeen, U.K.”.*)

- h. For Australia, outside of Sydney, include “Australia” after the city name if needed for clarity (but not the name of the name of the Australian State). (*e.g. for external communications the Asia-Pacific head office is headquartered in “Perth, Australia,” for internal use, “Perth” will suffice.*)

We have a few guideposts for our “style” of writing including:

- Default to the first person wherever possible/practical.
- Language choices should be engaging and inclusive. For example:
 - “We,” “team,” “all of us,” rather than “employees,” “staff,” “workers.”
- Make language “every day” and approachable. Avoid stilted or distant-sounding constructs.
- Make repetitive communications sound new and fresh each time (e.g. for annually-required communications like benefits information, or year-end messages from leaders).
- Use each communication as an opportunity to tie back to XXX purpose and strategic framework (but in unique, relevant and natural wording each time).
- Headlines and leads need to be interesting, attention-grabbing, and engaging.
- Be aware of the global reach of everything produced – sometimes this means accounting for a more global interpretation of word choices. (*North American word choices can often sound over-the-top in other countries.*)

Naturally there are a few exceptions including:

- Direct communication from a leader to his/her team located outside of North America when using Canadian-English would be out of context (*e.g. the WNS regional director writing to members of the WNS team would naturally use British-English*).
- When requirements of financial disclosure or press release style require a difference between U.S. and Canadian English, we default to U.S. English.