The ITC Style Guide

NINTH EDITION





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Using the ITC Style Guide

What is the ITC Style Guide?

This guide helps you to be consistent in the presentation, spelling, punctuation, and terminology of ITC writing. It also advises you on ITC editorial style as part of our brand positioning. This is the ninth edition and it reflects evolving staff needs and recommendations.







Why should I consult it?

This guide helps you understand the principles behind ITC style. It serves as a reference tool in your daily writing from letters and e-mails to donor reports, announcements, articles, flyers, web texts, publications, and more.

ITC style is an essential element of ITC's corporate branding. Our credibility suffers when text is inconsistent, wordy or poorly spelled.

Most ITC writers are not native English speakers. Many are subject specialists first, and writers second. Some are new to ITC, including external writers, interns who research and write, and new ITC staff.

How do I use it?

Each part of the guide is independent. See tips and checklists for writing and translation.

Use the A to Z glossary for ITC preferred spelling, style and terminology, and guidance on commonly misspelled words.

You can find reference lists for country names, ITC programmes and regional groupings.

Can I get training on using the Style Guide and how to write effectively?

Yes. See the L&D Hub for dates on training: Overview of publishing practices, Basics of ITC style (Level 1), Writing for clarity (Level 2), and Writing for impact (Level 3).



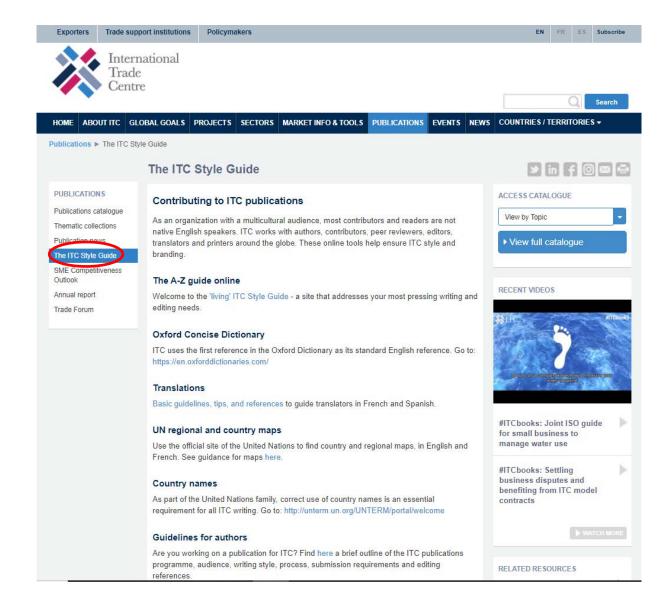






Where can I get my own copy?

Print copies are available for all ITC staff. The guide is available for all external writers at https://www.intracen.org/itc/publications/the-itc-style-guide/



A quick guide to writing

预览已结束, 完整报告链接和二维码如下:

 $https://www.yunbaogao.cn/report/index/report?reportId=5_22778$

