

SOP Document Tracker

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3	Title	STYLE SHEET FOR ICSD	
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5	Date of Issue	1/04/2019	
6	Date of Expiry	Until notified	
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9	Holder Name and Designation		
10	Authorized Issuer	Mr. Manab Chakraborty, CEO	
11	Signature of the issuer		
12	Place and Date of Signature	Place: Hyderabad	Date: 1/11/2018

PS: *This document replaces all previous versions, if any.

Style Sheet

1. Name tag

All outgoing email may contain the following style



2. Use Arial font 11 in all emails, reports, letters, email name tag in Arial 7.
3. Report Headings in Calibri Light 16, Headings 2 Calibri Light 13, Headings 3 Light 12, Headings 4 Calibri Light 11
4. All citations in reports are in APA style as follows:

How to Cite a Website in APA
Structure: Last, F. M. (Year, Month Date Published). Article title. Retrieved from URL.
Example: Satalkar, B. (2010, July 15). Water aerobics. ...
Structure: Last, F. M. (Year Month Date Published). Article title [Type of blog post]. ...
Example: Schonfeld, E. (2010, May 3).
[EasyBib: How to cite a website in APA](http://www.easybib.com/reference/guide/apa/website)
www.easybib.com/reference/guide/apa/website

5. Addresses

For formal uses, use the following style in return addresses and in running text:

Return address:
PnP

Running text:

153/A/4, Sappers Lane, Balamrai, Secunderabad – 500 003, Telangana, INDIA

In running text, always spell out state names: *The Founders Day celebration will be held in Secunderabad, Telangana.* In informal usages, such as social media, abbreviations are acceptable.

6. Board of Directors

Capitalize “Board of Directors” in reference to the Intercooperation Social Development India Board of Directors; thereafter, use “the board” or “the directors” when referring to that specific group.

7. Chair

Use “chair” rather than “chairman” or “chairwoman”: *Nandita Ray, Chair, Organisation Name, Board of Directors.*

8. Contact information

Format as follow: *For more information, contact Manager – Administration . at +91-40- 2790-6991/6952 or info@pnpindia.org.in*

Alumnus/Alumna/Alumni etc.

Use *alumnus* (*alumni* in the plural) when referring to a man who has worked with Intercooperation Social Development India for a year and has good standing.

Use *alumna* (*alumnae* in the plural) for similar references to a woman. Use *alumni* when referring to a group of men and women. *Alum*(*alums* in the plural) is acceptable in informal usages such as social media.

9. Dashes and hyphens

In print, there are three commonly used types of hyphens and dashes, and each has a different use:

- hyphen -
- en dash –
- em dash —
- A hyphen (next to 0 on the keyboard) is used in compound words (*on-campus*, *student-athlete*, etc.) and numbers that are not inclusive, like telephone numbers.
- An en dash (option + hyphen in MS Word on the Mac platform) is used to indicate spans of time. It stands in for “to”: *9 a.m.–4 p.m.* But, if you use “from,” don’t substitute “to” with a hyphen: *from 9 a.m. to 4 p.m.*, not *from 9 a.m.–4 p.m.*
- An em dash (shift + option + hyphen in MS Word on the Mac platform) is most commonly used to indicate a thought pause in a sentence: *My friends — that is, my former friends — ganged up on me.*

10. Dates

- For a very formal invitation, spell out all dates: *May the sixteenth, two thousand and nine*
- For a less formal occasions or running text, use numbers only, without abbreviations “th” or “st”: *May 16, 2009.*

11. Numbers

The general rule is to spell out only single-digit numbers and use numerals for all others: *We are expecting three special guests. Intercooperation Social Development India has approximately 100 living alumni.* Dates, times, and telephone numbers are, of course, common exceptions, as explained in those respective entries.

12. Offices, names of

- Capitalize the office’s name when it is used in full: *Office of Institutional Advancement* or *Office of Communications and Marketing*
- Use lower case for abbreviated forms of an office’s official name: *the advancement office* or *communications office.*

13. Phone numbers

Separate elements with hyphens (area code as well as phone number): 040-+91-40- 2790-6991/6952

14. RSVP

Capitalize all letters. Do not use “Please RSVP,” because the abbreviation stands for a French phrase that means “please reply.”

15. Times

For less formal occasions or running text:

Use numerals for times of day. The abbreviations “a.m.” and “p.m.” should be set in lowercase type with periods. Do not use zeros after even hours. Separate times with an en dash and with no space on either side of the en dash. Noon and midnight should be spelled out and lowercased unless they begin a sentence. Examples:

- *The meeting began at 9 a.m. and was over by noon.*
- *The meeting will be held from 9 a.m. to noon.*
- *The meeting will be held 9 a.m.–noon.*
- *9 a.m.–noon*
- *9–11 a.m.*
- *9 a.m.–2 p.m.*
- *noon–3 p.m. or 12–3 p.m.*

For very formal invitations:

Spell out times of day and do not use any abbreviations

- *Nine o'clock in the morning*
- *From nine o'clock in the morning until noon*

16. Titles and offices (in reference to people)

Following the Chicago Manual of Style, the general rule is that titles are capitalized when they immediately precede a personal name, and they are lowercased when following a name or used in place of a name: *Chair Nandita Ray; Nandita Ray, chair of Board of Directors, Name of the Organisation; the chair.*

However, in formal contexts as opposed to running text, such as displayed lists or formal invitations, titles are usually capitalized even when following a personal name.

Special rule regarding professors: All professors, independent of their rank (full, associate, or assistant), are titled “Professor” when a title is used immediately before their name: *Professor Devanshu Rao, Professor Madhuri Reddy.* Use their professorial rank when listing their full title after their name: *Devanshu Rao,*

1. Placement of logo (top right / left) on electronic letters / documents
2. On PPTs it should be on the right
3. Header (may be document title) and footer (may be page numbers and name of organisation) for particular documents
4. Use of **Bold Italic** and Under lines specially in the emails as **Bold** and CAPITAL words have different connotations in the email.