

Writing Style Guide

WRITING BEST PRACTICES

TOPIC	RECOMMENDATION
Active/passive voice	Use active voice (e.g., we will achieve x results) rather than passive voice (e.g., x results will be achieved).
Apostrophes	Do not use apostrophes to indicate the plural of an acronym (e.g., RFPs not RFP's).
Capitalization	Avoid unnecessary and excessive capitalization. Do not capitalize words like “federal” or “state” unless part of an official agency name.
Numbers	Spell out numbers one through nine and use numerals for numbers 10 and above. The only exception to this rule is if the number over 10 is the start of a sentence, in which case it should be spelled out.
Person	Unintentionally mixing person is easy to do when you are preparing proposal information and are writing about the company. Rewrite paragraphs or use sub-headers to define the company as the entity, and avoid switching between first and third person in sentences and paragraphs.
Phone numbers	Use hyphens (e.g., 555-555-5555).
Professional registrations and academic degrees	Do not use periods in PE, BA, BS, MS or PhD.
Roles and titles	Roles and titles should only be capitalized if they are part of a heading (e.g., project manager not Project Manager).
Spacing	Leave one space after any mark of punctuation that ends a sentence.
United States	Spell out when in the body of a sentence. Abbreviate when modifying a noun.
Use a grammar checking tool	Grammarly.com is a free editing tool to check and improve your writing.
Using i.e., and e.g.,	When providing parenthetical references, i.e., means “that is” and e.g., means “for example.”

*Best practices adapted from the Associated Press Stylebook.