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London 2012 Style Guide

Our voice

The way we use language is as much a part of our brand as the emblem, type and graphic elements. It needs to work with those elements, supporting them, strengthening them and even substituting for them.

The style of our communication is made up of five key elements:

Athletic in feel

Our communications have pace and movement. Always energetic, always full of life. Occasionally changing tempo or direction so it never feels slow or plodding. Sometimes using simple language in an unusual way.

Inspired and inspiring

Through inspired copy we aim to motivate others. To enthuse. To encourage people to take part, to join in. When we can, we include a call to action, sometimes a challenge to do more. We always talk passionately so we fill others with inspiration.

Open to everyone

This is everyone's Games. So our communication must be accessible, inclusive and understandable. It must never alienate or discriminate. So we keep it clear and simple and jargon free; using clear, straightforward language.

Real and personal

We don't want to sound like a corporation. We want our communication to feel real – human, personal, Like a knowledgeable friend speaking to you, encouraging you and supporting you. Unstuffy, informal, fun, with a lightness of touch and a sense that they genuinely care.

Completely credible

We tell it like it is. Always credible. Speaking factually, backed up by real information, genuine substance; avoiding hype and exaggeration. We don't need to big things up. This is big enough on its own.

How to use this document

The first section of this guide should be used as a reference for any organisation writing about the Games. We give a quick round-up of how to refer to the Games, the organisations involved as well as the sports and venues for London 2012. Included in this is specific information about the Paralympic Games. A full style guide for the London 2012 Paralympic Games will be released later in 2007.

The next section gives an overview of the preferred London 2012 style. We hope this will answer some frequently asked questions and ensure consistency. As well as Games-specific guidance, there are general grammatical points and confirmation of our house style in relation to dates, measurements etc.

A quick reference guide follows, including a glossary of some frequently used acronyms and jargon.

This document will be regularly updated. Contact [Andrea Wilson](#) to check that you have the most up to date version. If you are giving this document to anyone externally, please email their details to Andrea so we can update them when the Guide is reissued.

And please feel free to email any suggestions for how to improve the document.

Enjoy!

London 2012: the bare facts

The people delivering the Games

The International Olympic Committee and International Paralympic Committee license the Games to the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) to stage. LOCOG works with the Olympic Delivery Authority (ODA) to deliver Games' venues and infrastructure.

- The **London Organising Committee of the Olympic Games and Paralympic Games Ltd** (also LOCOG, or the London 2012 Organising Committee) is responsible for promoting and staging the 2012 Games.
- The **Olympic Delivery Authority** (ODA) is responsible for building the new venues and infrastructure needed for the 2012 Games and beyond.

To LOCOG or not to LOCOG

- Where possible you should use the full name 'London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)' and 'LOCOG' thereafter.
- However in a shorter piece like an advertisement you can use 'the London 2012 Organising Committee'
- The legal name is the London Organising Committee of the Olympic Games and Paralympic Games Ltd'

London 2012 is the umbrella name for LOCOG and the ODA, the organisations delivering the Games. LOCOG and ODA share the London 2012 brand.

The words 'London 2012' can still be used to refer to the 2012 Games themselves (including the event and preparations/construction), but not to the organisations involved – eg: Sebastian Coe is Chair of LOCOG, not of London 2012.

The key players

- LOCOG Chair Sebastian Coe, on first use; thereafter Lord Coe or Seb. The Deputy Chair is Sir Keith Mills
- The LOCOG Chief Executive is Paul Deighton (pron: Dy-ton)
- The Chair of the ODA is John Armitt. The Deputy Chair is Sir Roy McNulty.
- The ODA Chief Executive is David Higgins
- The Olympic Minister is Tessa Jowell
- The Mayor of London is Ken Livingstone
- The Chair of the British Olympic Association (BOA) is Lord Colin Moynihan
- The Chair of the British Paralympic Association (BPA) is Mike Brace

Working with LOCOG and the ODA to stage the 2012 Games are the **London 2012 Stakeholders**:

- The British Olympic Association (BOA);
- The British Paralympic Association (BPA);
- The Department of Culture, Media and Sport (DCMS) (which has a dedicated Government Office Executive); and
- The Mayor of London and Greater London Authority (GLA) Group (which includes the London Development Agency and Transport for London).

The **Olympic Family** (and **Paralympic Family**) specifically refers to the stakeholders of the International Olympic Committee (IOC), eg: National Olympic Committees, international sporting federations, athletes

The **Paralympic Family** specifically refers to the stakeholders of the International Paralympic Committee (IPC).

Use of the word ‘Olympic’

- don't use as an adjective unless it is Olympic: Flame, Flag, Torch, Rings, Symbol, Anthem, Medals, Games, Lanes, Route Network.

The 2012 Games

What to call the Games

- In the first reference to the London 2012 Games, they should be referred to as ‘The London 2012 Olympic and Paralympic Games’
- In following references they should be referred to as ‘the 2012 Games’, ‘London 2012 Games’
- You should always use 2012 or London in order to differentiate from other Games (eg: Beijing 2008).
- Always use a capital ‘G’ for ‘Games’
- The 2012 Paralympic Games should always be given equal exposure where editorially relevant.

What not to call the Games

- Olympics, Paralympics
- The 2012 Olympics
- 2012 Olympics and Paralympics
- Olympics 2012
- Olympic Games 2012
- London Olympic Games 2012
- 2012

Referring to other Games

- Use Beijing 2008 Olympic and Paralympic Games or Beijing 2008
- Beijing is a city, not an event, so do not say ‘we will do this before Beijing’.
- Never ‘Olympic Games in Rome in 1960’ – it is Rome 1960, or the Rome 1960 Games

The definitive guide to sports and venues at the 2012 Games

The London 2012 website has detailed information on each sport and venue. Please use this as an initial reference.

Please ensure you check any content for external circulation with your communications team – they will confirm the latest information with the relevant people.

Please also note correct spelling and terminology.

Sports and disciplines at the 2012 Olympic Games

There are 26 sports at the 2012 Olympic Games. In Beijing 2008 there will be 28 sports. The IOC voted in 2005 to remove Baseball and Softball from future schedules.

Athletics

Aquatics

- Swimming
- Diving
- Water Polo
- Synchronised Swimming

Archery

Badminton

Basketball

Boxing

Canoe/Kayak

- Flatwater
- Slalom

Cycling

- Track
- Road
- Mountain Bike
- BMX

Equestrian

- Jumping
- Dressage
- Eventing

Fencing

Football

Gymnastics

- Artistic
- Rhythmic
- Trampoline

Handball

Hockey

Judo

Modern Pentathlon

Rowing

Sailing

Shooting

Table Tennis

Tennis

Taekwondo

Triathlon

Volleyball

- Volleyball
- Beach Volleyball

Weightlifting

Wrestling

- Freestyle
- Greco-Roman

Sports and disciplines at the 2012 Paralympic Games

There are 20 sports at the 2012 Paralympic Games. You will sometimes see Five-a-side Football and Seven-a-side Football incorrectly counted as one sport.

Paralympic Athletics
Paralympic Archery
Boccia
Paralympic Cycling

- Track
- Road

Paralympic Equestrian
Paralympic Five-a-side Football
Paralympic Seven-a-side Football
Goalball
Paralympic Judo
Paralympic Powerlifting
Paralympic Rowing
Paralympic Sailing
Paralympic Shooting
Paralympic Volleyball (sitting)
Paralympic Swimming
Paralympic Table Tennis
Wheelchair Basketball
Wheelchair Fencing
Wheelchair Rugby
Wheelchair Tennis

Capital letters

All sports and disciplines should have a capital letter (Cycling, Road Cycling) when used in the Games context.

If used in a non-Games context (eg: 'I like to play football at the weekend'), no capitalisation. Events should not be capitalised, neither should qualifiers such as distance or gender.

Paralympic classifications should be capitalised (egT50).

Athletes who take part in the sport should use the lower case: Jonathan Edwards is a athlete who won gold in an Athletics event.

Full venue list

The most up to date details are available on the London 2012 website.

The 'big five' venues in the Olympic Park comprise: the Aquatics Centre; VeloPark, Olympic Stadium; and the Olympic Village and International Broadcast Centre/Main Press Centre.

Venue	Olympic Games	Paralympic Games	Games-time Capacity	Legacy
Aquatics Centre (consists of Aquatics Centre and Water Polo venue) (Olympic Park)	Aquatics (Swimming, Diving, Synchronised Swimming) Modern Pentathlon (Swimming), Water Polo	Paralympic Swimming	17,500 for Swimming and Diving events 5,000 for Water Polo	Permanent: After the Games, the Aquatics Centre will be adapted to 2,500 seats with the ability to increase to 3,500 for larger competitions. The pools will be open to the local community. The Water Polo venue will be taken down and relocated elsewhere if possible.
Basketball Arena (Olympic Park)	Basketball Modern Pentathlon (Shooting and Fencing)	Wheelchair Rugby Wheelchair Basketball	12,000	Temporary: will be demounted and relocated to provide a legacy facility elsewhere in the UK.
Broxbourne Canoe Slalom (Hertfordshire)	Canoe/Kayak (Slalom)		12,000	New: The slalom course and administration building will remain and the seats will be removed after the Games. The slalom course will become a centre for elite and grass-roots training and competition, as well as a major leisure attraction for white water rafting.
Earls Court (central London)	Indoor Volleyball		15,000	Existing: will return to existing use.
Eton Dorney (South East England) Berkshire	Rowing, Canoe/Kayak (Flatwater)	Paralympic Rowing	20,000	Existing: will be enhanced for 2012 Games and long-term use.
Eton Manor Paralympic Archery and Wheelchair Tennis (Olympic Park)		Wheelchair Tennis, Paralympic Archery	Wheelchair Tennis: 10,500; Paralympic Archery: 2,000	New: will be partially converted to Tennis and? Hockey facility after the 2012 Games.
ExCeL (River Zone, London)	Arena one: Weightlifting; Arena two: Judo, Wrestling;	Arena one: Paralympic Powerlifting; Arena two:	Four arenas totalling 36,000	Existing: will return to existing use.

	Arena three: Taekwondo, Table Tennis; Arena four: Boxing	Boccia; Arena three: Paralympic Table Tennis; Arena four: Wheelchair Basketball	seats	
Fencing Hall (Olympic Park)	Fencing	Wheelchair Fencing, Paralympic Judo	8,000	Temporary: will be dismantled and reconstructed elsewhere after the 2012 Games.
Greenwich Park - includes Old Royal Naval College, National Maritime Museum which together with Greenwich Park are part of the World Heritage Site of Maritime Greenwich (south east London)	Equestrian, Modern Pentathlon (Riding, Running)	Paralympic Equestrian	23,000	Temporary: will return to public use.
Hampden Park (Glasgow)	Football		52,000	Existing: will return to existing use.
Handball Arena (Olympic Park)	Handball	Paralympic Goalball	10,000	New: multi-sport arena to be left as a legacy.
Hockey Centre - two stadia (Olympic Park)	Hockey	Paralympic Five-a-side Football, Paralympic Seven-a- side Football	20,000	Pitches will be removed and relaid at Eton Manor.
Horse Guards Parade (central London)	Volleyball (Beach)		15,000	Temporary: will return to public use.
Hyde Park (central London)	Triathlon 10K Swim (Open Water)		3,000	Temporary: will return to public use.
Lord's Cricket Ground (central London)	Archery		6,500	Existing: will return to existing use.
Millennium Stadium (Cardiff)	Football		74,600	Existing: will return to existing use.
North Greenwich Arena 1 (formally The Dome) (River Zone, London)	Basketball (finals), Gymnastics (Artistic, Trampoline)		16,500 for Gymnastics 20,000 for Basketball final	Existing: will return to existing use.
North Greenwich Arena 2 (River Zone, London)	Badminton, Gymnastics (Rhythmic)	Paralympic Volleyball	6,000	Temporary: will be dismantled and reconstructed

				elsewhere after the 2012 Games.
Old Trafford (Manchester)	Football		68,000	Existing: will return to existing use.
Olympic Stadium (Olympic Park)	Athletics	Paralympic Athletics	80,000	New: capacity will be reduced. Venue will be left after the 2012 Games for elite and community use.
Olympic Village (Olympic Park) Paralympic Village during the Paralympic Games	Beds for athletes and officials	Beds for athletes and officials	Up to 17,000 for Olympic Games; 6,500 in Paralympic Games	New: After the Games will become part of overall Stratford City regeneration scheme, providing over 4,000 homes.
Regent's Park (central London)	Cycling (Road)	Paralympic Cycling (Road)	3,000	Temporary: will return to public use.
St James' Park (Newcastle)	Football		52,000	Existing: will return to existing use.
The Royal Artillery Barracks (River Zone, London)	Shooting	Paralympic Shooting	7,500	Existing: will return to existing use. Part of venue will be relocated elsewhere.
VeloPark (Olympic Park)	Cycling (Track) Cycling (BMX)	Paralympic Cycling (Track)	12,000	New: After the Games, the BMX circuit will be repositioned next to the Velodrome with a road cycle circuit, mountain bike course and cycle speedway added to create a legacy VeloPark. The VeloPark will provide new facilities for the local community, local clubs and training for elite athletes.
Villa Park (Birmingham)	Football		42,000	Existing: will return to existing use.
Weald Country Park (Essex)	Cycling (Mountain Bike)		3,000 plus standing around the course	Temporary: will return to public use.
Wembley (north west London)	Football (finals)		90,000	Existing: will return to existing use.
Weymouth and Portland Harbour (South West England) (Dorset)	Sailing	Paralympic Sailing	No seats at venue	Existing: will return to existing use.
Wimbledon (south west London)	Tennis		30,000	Existing: will return to existing use.

About the Paralympic Games

The following is an excerpt from the Paralympic Style Guide – to be published later in 2008. It aims to give a quick background to the Paralympic movement.

Why 'Paralympic'

The word '**Paralympic**' is often misinterpreted. The 'para' element derives from parallel and 'lympic' from Olympic – thus illustrating that the two movements with many similar characteristics exist side by side.

The Paralympic Movement

The structure of the Paralympic Movement is sometimes complex, and a detailed history can be viewed [here](#). A quick guide to Paralympic sports is below:

Sport for persons with a disability = refers to all sports regardless of whether or not they feature on the Paralympic programme

IPSFs (International Paralympic Sport Federations) = all bodies governing a sport on the Paralympic programme (ie, IFs, IOSDs, IPC) See Glossary

General editorial guidance

a or an before h?

Use 'an' only if the 'h' is silent: an hour, an heir, an honourable man, an honest woman; but a hero, a hotel, a historian.

Abbreviations and acronyms

The London 2012 Games is a complex project and has its fair share of acronyms and abbreviations (a selection of which are listed in the Glossary at the back).

If you use terms such as 'FOI' (Freedom of Information) and 'E&D' (Equality and Diversity) without defining them, you could easily alienate someone reading the document.

How not to do it:

"LOCOG is funded by a share of TOP revenue among other things. The ODA is funded by money from the GLA and LDA, as well as lottery funds derived from the NLC's licensee and distributed by the OLD.

Where they must be used, spell them out in full in the first instance and put the acronym in brackets after the full description, eg: Olympic Delivery Authority (ODA). If a term is used only once in a document or section, you do not need to show the acronym.

Do not separate letters of an acronym with full stops (eg: ODA not O.D.A.).

Active and passive voice

When you are writing a document for the general public to read, try and write in the active voice. This will make your content more engaging to people.

No

- A meeting will be held by the ODA Planning Decisions Team next week.

Yes

- The ODA Planning Decisions Team will meet next week.

People often use the passive voice when they are trying to 'soften' a comment, eg: 'a change was made to the plans' as opposed to 'we have changed the plans'.

Although this language is sometimes necessary in documents such as a strategy paper, it should be kept to a minimum in communication with the public.

Addresses

Always write as follows:

London 2012 Organising Committee
23rd Floor, One Churchill Place
Canary Wharf
London, E14 5LN

Olympic Delivery Authority
21st Floor, One Churchill Place
Canary Wharf
London, E14 5LN

Affect/effect

'Effect' is usually used as a noun, and 'affect' the verb.

Eg: The Olympic Park road closures will have no effect on Glasgow residents, but Newham residents may be affected.

Effect can be used as a verb meaning to 'carry out' – but this is very formal and should be avoided.

Eg: We will effect a change on the way people are writing.

And or ampersand (&)

Keep use of ampersands to a minimum. Should be used only in a list, where the name of one or more elements contains 'and' – eg: The departments are Sport, Culture, Ceremonies & Education and Venues & Infrastructure. Also use, of course, where part of correct name of company [eg: Marks & Spencer]

Apostrophes

Use to indicate possession, not plural.

Eg:

Sally's

Children's

Mr Peters'

Three weeks' time

Not:

Mr Peters's

70's

NOC's (unless it is referring to something belonging to an NOC)

Bullet points

If you are writing a simple list in bullet point form, then you do not need any:

- colons
- full stops
- other punctuation

If you are writing a sentence in bullet point form, then:

- always precede the list with a colon;
- each bullet should start in lower case (unless a proper noun);
- end in a semi-colon; and
- finish with a full stop.

If you are writing a list of fully formed sentences, then use the following style:

- Each bullet point should be punctuated as a normal sentence.
- Which means starting with a capital letter and ending with a full stop.
- This is especially important if a bullet point has two sentences. Such as this one.

Try and keep use of the second sort of bullets to a minimum as they can be difficult to read.

Capitals

We aim to keep capital letters to a minimum to keep our documents user friendly and readable. However, there are some cases where they are essential. As with any aspect of style, it is impossible to be wholly consistent — there are always exceptions, so if you are unsure check with your Communications team. But here are the main principles:

Should have caps:

- Specific job titles (eg: Chief Medical Officer or Administrative Assistant) should have caps. (Generic job descriptors (eg: three programme managers) should be lower case.
- Government Departments (eg: Home Office, Foreign Office, Ministry of Defence)
- Department names (eg: Communications department, Marketing team)
- Acts of parliament (eg London Olympic Games and Paralympic Games Act 2006)
- Names of institutions (eg British Museum, Tate Modern, Royal Court, Leeds Castle, National Theatre)
- 2012 Venues (eg: VeloPark, Handball Arena)
- Olympic sports, in context of the Games (eg: Tennis, Archery)
- Games, when used as shorthand for the Olympic Games and Paralympic Games
- Seasons, when used in context of the Games (eg: Summer Olympic Games)
- London 2012 Departments (eg: Communications Department)
- The Olympic Board, the ODA Board (thereafter: the board)
- Combined Cooling, Heating and Power Plant (CCHP)
- Tier One and Tier Two commercial partners

Caps: A quick reference

Olympic Family
Olympic Village, the Village
Olympic Park, the Park
Candidate File
Olympic Park Loop Road, the Loop Road
Olympic Route Network
The Games, Games-time
Transport Plan, the Plan
Triathlon
Opening Ceremony
Closing Ceremony
cultural events
Candidate Cities
Host City Contract
Other venues and regional
Football stadia
spectators, volunteers
Summer and Winter Games
athletes
accredited media
technical officials
London 2012 Stakeholders
other stakeholders
National Olympic Committees
The Olympic Partners (TOP)
Velodrome
VeloPark
Legacy
Inspire mark

Lower case

- Generic job descriptors (eg: three programme managers) should be lower case
- Sports, when not used in context of the Games (eg: Sally plays tennis)
- Seasons, when not used in context of the Games (eg: it will happen in the summer)
- Workstreams (eg: communications)
- Compass points, eg: north, east, south, west, north-east, south-east, etc.
- Medals (eg gold medal, silver medal)
- Partner categories (eg: commercial services partner)

Commas

Do not overuse. If a sentence needs too many commas,

'The Mayor of London, Ken Livingstone, sat in the office' (as there is only one)
'The school student Gabrielle Steel' (as there is more than one)

consider breaking it into two sentences.
When using in a list, do not use after the 'and'.

Contractions

Unless you are directly quoting people, try not to use contractions (eg: not: aren't, can't, use are not, can not).

Culture and Ceremonies

Below are the correct ways to refer to London 2012's cultural ceremonies and events.

- Olympic Games Handover Ceremony
- Paralympic Games Handover Ceremony
- Olympic Games Opening Ceremony
- Olympic Games Closing Ceremony
- Paralympic Games Opening Ceremony
- Paralympic Games Closing Ceremony
- Olympic Games Medal Ceremonies
- Paralympic Games Medal Ceremonies
- Olympic Team Welcome Ceremonies
- Paralympic Team Welcome Ceremonies
- Olympic Torch Relay
- Paralympic Torch Relay
- Olympic Youth Camp
- Paralympic Day
- Medal Ceremonies
- Inspire mark

Dates and times

Always write as follow

27 July – 12 August 2012
7:30pm, 27 July 2012

Do not use a 24-hour clock for public communications, unless there is a reason (eg: competition schedule)

See also Years

Ellipses

You can use to indicate missing content in a quote, or extra information not listed.

Always use three points, no space before and space after (eg: 'There are many more ways... just ask').

eg:/ie:

Try to avoid Latin abbreviations where possible but, if you need to use them, write eg: or ie:. It is not necessary to add a point (e.g./ i.e.)

Gender

We use gender-neutral language, unless referring to a specific person.

Use:
business person
fire-fighter
humanity

Not:
businessman
fireman
mankind

Never say 'his' to cover men and women. 'S/he' is a clumsy phrase which should also be avoided. There is usually a way around the issue (eg: not 'the spectator picks up his bag at the cloakroom' but 'spectators' bags can be collected from the cloakroom').

Geographic locations

GB v UK

Great Britain/Britain refers to England, Scotland and Wales. We use UK, as this includes Northern Ireland.

So, benefits will be felt throughout the UK, not Britain. Similarly there are four nations in the UK, so we are a UK-wide not nationwide Games.

Team GB and GB Paralympics represent the UK at the Games.

The British Isles is not a political entity. It is a geographical unit, the archipelago off the west coast of continental Europe covering Scotland, Wales, England, Northern Ireland, the Republic of Ireland, the Isle of Man and the Channel Islands.

Europe includes Britain, so don't say, for example, something is common 'in Europe' unless it is common in Britain. To distinguish between Britain and the rest of Europe the phrase 'continental Europe' may be useful.

Government

A handy list of English Government departments:

Cabinet Office
Department for Business, Enterprise and Regulatory Reform
Department for Children, Schools and Families
Department for Communities and Local Government
Department for Culture, Media and Sport
Department for Environment, Food and Rural Affairs
Department for Innovation, Universities and Skills
Department for International Development
Department for Transport
Department for Work and Pensions
Department of Health
Foreign and Commonwealth Office
HM Treasury
Home Office
Ministry of Defence
Ministry of Justice
Northern Ireland Office
Office of the Leader of the House of Commons
Privy Council
Scotland Office
Wales Office

Devolved Government

Education, Health, Culture, Media and Sport, Environment, Local Government are just some of the many responsibilities that have been transferred from central Government to devolved governments that sit in the Scottish Parliament, the National Assembly for Wales and the Northern Ireland Assembly. LOCOG also works closely with the Mayor of London and the Greater London Authority, which also has significant devolved responsibilities.

For example, the responsibility for Sport in Wales rests not with the Department of Culture, Media and Sport in London but with the Minister for Culture, Welsh Language and Sport.

Be aware that when we are speaking to central Government in London they have no say on policies that have been devolved. The onus is on us to recognise this and ensure that we are speaking to stakeholders in Government in Scotland, Wales and Northern Ireland.

Disabled people, athletes with a disability

There are three different models to use when referring to people with a disability.

Essentially they fall into three groups:

- The clinical/medical model
- The social model
- The sports model.

The clinical/medical model refers to people by their impairment eg a spinal cord injured person or spastic. This model is generally discredited for everyday use.

The social model is the most common and refers to people as disabled persons/people eg disabled drivers, disabled spectators, etc.

The Disability Rights Commission has useful information.

However athletes with a disability have for many years self-determined that sport be the first emphasis, rather than disability.

This means that we say 'archer with a disability'. Since this model has been determined by sportsmen and sportswomen with a disability themselves, it is our preferred method.

For non-athletes we use the social model.

So:

- Archer with a disability
- Disabled spectator.

Do	Don't
Paralympic athletes All athletes within the Paralympic Movement from grass roots to elite level	
Paralympian(s) athlete(s) that has taken part in Paralympic	former/ex-Paralympian if you have taken part once, you are a

Games	Paralympian for life
athlete(s) with a disability	athlete(s) with disabilities or disabled athlete(s) special needs athlete
athlete with a visual impairment/blindness and visually impaired/blind	blind athlete; athlete with vision impairment
athlete with a physical disability	'locomotor'
able-bodied	non-disabled athlete normal athlete
disabled spectator	spectator with a disability

Hyphen vs dash

Use a dash when linking within a sentence.

Do not use hyphens after adverbs ending in -ly (eg a hotly disputed application).

Use hyphens to form compound adjectives, eg two-tonne vessel, three-year deal, 19th-century artist

Cooperation, not co-operation, and Coordination Commission, not Co-ordination Commission.

Initials

No spaces or points, eg: Lloyds TSB

Jargon

The London 2012 Programme is a complex one encompassing many disciplines. As such there is a lot of jargon used to refer to specialist areas – from planning applications, to architecture, sponsorship and technical information. The Olympic and Paralympic Movement also comes with its own jargon. Our aim should be to avoid jargon as much as possible – where it is unavoidable it should be explained. [see Glossary]

Javelin

The 'Javelin' (not 'Olympic Javelin' shuttle service runs along the 'High Speed 1 rail link' (not the 'Channel Tunnel rail link'.)

Job titles

If the job title refers to a specific person or role, use caps, eg: 'Director of Venues and Infrastructure'.

If the title is used generically, do not use caps, eg: 'project managers'.

Legacy

If possible, say 'after the Games' rather than 'in legacy', as this will mean more to more people.

If it is appropriate, eg 'leaving a lasting legacy of world-class sporting facilities for London', use legacy (lower case 'l') not Legacy upper case 'L'

London Government

The Mayor of London sets the budget for four other organisations, called the GLA Group. These are all involved in preparations for the 2012 Games. They are:

- Transport for London (TfL);
- The Metropolitan Police Authority (the Met);
- The London Development Agency (LDA); and
- London Fire Brigade.

Measurements

Should always be metric and shown as shortened form – as below:

Wrong	Right	Write as
feet and inches	metres, kilometres, centimetres	10m 10km 10cm
pounds and stones	grams, kilograms	10g 10kg
fluid ounces and gallons	litres, millilitres	10L 10ml
acres	hectares	10ha
tons	tonnes	10 tonnes
cu m	cubic metres	10 cubic metres
fahrenheit	celsius	10°C
	kilobyte and megabyte	10kb, 10mb

Money

Use £ sign for UK (£10)

US\$ (US\$10)

No space between the currency symbol and the number.

One decimal place should be used when writing in millions or billions (eg, £1.2m or £1.2bn).

Always have space after the number: £1 million

No decimal places should be used when writing thousands (eg, £1,200k or £489k).

No decimal places should be used when writing under a thousand (eg, £24 or £140) except in circumstances where this is necessary, such as in a letter regarding an outstanding invoice.

There should be consistency when using numbers in text, ie, all in millions or all in thousands. A sentence shouldn't have £500k and £1.2m, rather it should be £0.5m and £1.2m or £500k and £1,200k.

Names

Use full name (and title) in first instance (Mr Neil Walker).

In a formal document, secondary use should be Mr Walker.

In more informal communications, use Neil.

For athletes, always use first name on second use.

Numbers

Spell out one to nine, in figures from 10 upwards.

But if a number starts a sentence, spell it out (eg: One hundred people say they eat 20 sandwiches).

Million should be spelt out on first use, then eg £10m.

Billion should be spelt out on first use, then eg £10bn.

First, second, third, not 1st, 2nd, 3rd.

Comma use as below:

1

100

1,000

10,000

100,000

1,000,000

(see Per cent and Years, below)

Per cent

Two words. Should be spelt out in full where practical. If used often in a document, or in a table, or illustrative statistic, '%' is permitted.

Personal Pronouns

I - me

Personal pronouns in English have one form (I, he, she, we, they) when they are used as the subject of a sentence and another form (me, him, her, us, them) when they are used as the object of a verb or follow a preposition (with me, after us, etc.).

This applies to all personal pronouns, as listed above, except you and it:

- We gave them some chocolates and they gave us some wine.
- I'll lend you my flared skirt if you'll lend me your blue denims.
- Can you see Paul and Julie? You can't see me, but I'm standing behind him and beside her in the photo.

So whether you say 'you and I' or 'you and me' in phrases depends on whether they function as subjects or objects in the sentence:

- You and I should go and speak to Trevor about this matter.
- Trevor has indicated that he wants to interview you and me.
- Do you know Geoffrey? Well, he and I are going to Stamford Bridge to watch Chelsea on Saturday.
- They would not listen to her or me when I said we could not go with them.

Phone numbers

For UK use:

020 3201 2000

020 7123 4567

For international use:
+44 (0) 20 3 2012 000

For internal use:
x2000

Planning Applications

The planning documents submitted in February 2007 were the 'Olympic, Paralympic and Legacy Transformation Planning Applications.'

This submission comprised two documents: the 'Site Preparation Planning Application' and the 'Legacy Transformation Planning Application'. These were preceded by the 'Olympic Park Masterplan' and the 'draft Legacy Masterplan', which were agreed in June 2006.

In 2008 a 'Legacy Masterplan Framework' will be submitted; setting out a clear vision for the future pattern of development of the Olympic Park.

In the first instance, use the name of the relevant document in full; subsequent mentions can refer to the 'Planning Application' or the 'Masterplan'

Protocol for titles

HM The Queen
HRH The Duke of Edinburgh
HRH The Prince of Wales
HRH The Princess Royal
HRH The Duchess of Cornwall
HRH Princes William and Harry
TRH The Earl and Countess of Wessex

Lord Coe (not Lord Sebastian Coe)

Sir Keith Mills (thereafter Sir Keith)

Prime Minister Gordon Brown, then Mr Brown or the Prime Minister)

Quotations/quotation marks

Use single marks at the beginning and end of a quoted statement.

Use double marks to mark a quote within a quote, eg:
'Sally said "go away" to the dog'.

Use single quotation marks when referring to the title of a published document (eg: 'Ahead of the 2012 Games').

Any quote by a spokesperson representing London 2012 should be cleared by the Press team.

References

Use single quotation marks when referring to the title of a published document (eg: 'Ahead of the 2012 Games').
NOT italics.

Spacing

Use only one letter space to separate sentences.

The

We are not 'The ODA' or 'The LOCOG', nor are we staging 'The Games' (unless these words appear at the start of a sentence). It should be 'the ODA', 'LOCOG' and 'the 2012 Games'.

Use 'the Government', not 'Government'

Trademarks/brand names

Avoid where possible - say 'digger', not 'JCB', or 'pen', not 'biro'.

Web addresses

Do not show the 'http: //' unless it is needed to access the site.

Do not show long web addresses – instead of 'Find out more at http: //www.lda.gov.uk/server/show/nav.001002001001', say 'Find out more at the London 2012 section of the LDA website (www.lda.gov.uk)'

Our website is www.london2012.com

Website is one word.

Years

Always use four digit years (1908, 1948)
For year spans, use hyphen (2007-08)

Quick reference guide – right or wrong?

Right	Wrong
2007-08	2007/2008
2012 Project	Olympic Project
adviser	advisor
aeroplane	airplane
among	amongst
Black, Asian and minority ethnic	Black, Asian and Minority Ethnic
Chair	Chairman
city of London (to describe the Capital) or City of London (to describe the 'square mile')	City of London (to describe the Capital)
contractor	Contractor
cooperation	co-operation
Docklands Light Railway	Dockland Light Railway
Earls Court	Earl's Court (except the station which has an apostrophe)
East End	east end
east London	East London
email	Email, e-mail
en route	on route
enclose	inclose
Energy Centre	energy centre
ethnic minority	ethnic
Eton Manor	Eaton Manor
ExCeL	Excel
Greater London Authority (GLA)	Greater London Assembly (GLA)
High Speed 1 rail link	Channel Tunnel rail link
ie, eg	i.e., e.g.
internet	Internet
-ise	-ize
Javelin	Olympic Javelin
Kings Yard	King's Yard
legacy	Legacy
London 2012 Organising Committee	London Organising Committee for the Olympic Games
London Organising Committee of the Olympic Games and Paralympic Games	London 2012 Organising Committee of the Olympic Games and Paralympic Games
ManCom CoCom	ManComm CoComm
medalist	medallist
Olympic Delivery Authority (ODA)	Olympic Development Agency (ODA)
Olympic Games and Paralympic Games	Olympics
Olympic Stadium	Athletics Stadium
Olympic Stadium	Main Stadium
Olympic Village (Paralympic Village)	Athlete's Village

during Paralympic Games)	
One Churchill Place	Barclays building
one criterion two criteria	one criteria
Paralympic Games	Para Olympic Games Paralympics
Paralympic Village (during the Paralympic Games)	Olympic Village (during the Paralympic Games)
planning applications	Planning Applications
primary substation	Primary Substation/ Primary Sub-Station
River Lea	River Lee
Stratford City development	Stratford City Development (when referring to the area after the Games)
Temple Mill Lane	Temple Mill Road/ Temple Mills Lane
North Greenwich Arena	O2, The Dome
Thornton's Field	Thornton Fields/Thornton's Fields
Transport Plan for the London 2012 Olympic Games and Paralympic Games, thereafter TP	Olympic Transport Plan
UK-wide	nationwide
VeloPark	Velopark
wind turbine	Wind Turbine
WWF	World Wildlife Fund

For the latest glossary – check [The Codes](#)