



Edu

TECHNICAL REPORT STYLE GUIDE

Fonts

HEADING 1

Helvetica 28 Bold



CMYK: 15, 85, 82, 4
RGB: 202, 74, 60
Hex #: C9493C

BODY

Helvetica 10 Regular



CMYK: 87, 72, 50, 48
RGB: 34, 51, 68
Hex #: 223344

HEADING 2

Helvetica 20 Bold



CMYK: 100, 40, 0, 40
RGB: 0, 83, 135
Hex #: 005386

FOOTNOTE

Helvetica 8 Regular



CMYK: 87, 72, 50, 48
RGB: 34, 51, 68
Hex #: 223344

HEADING 3

Helvetica 14 Bold



CMYK: 46, 55, 56, 52
RGB: 86, 68, 62
Hex #: 55443E

BODY LARGE

Helvetica 14 Regular



CMYK: 87, 72, 50, 48
RGB: 34, 51, 68
Hex #: 223344

HEADER AND FOOTER

Helvetica 12 Regular



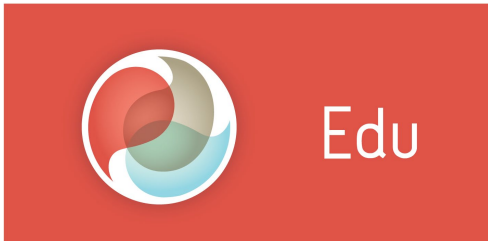
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex #: 000000

Logos

HORIZONTAL



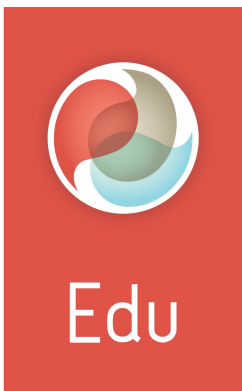
Edu



VERTICAL



Edu



No Passive Voice

In an active sentence, the entity responsible for the action comes first. In a passive sentence, the entity that is acted upon comes first. Always use active voice.

NO: “The report was written by Bob.”

YES: “Bob wrote the report.”

Semantic Congruity

Always say things in the order that they occur.

NO: “Jane ate a sandwich after fixing her jeep.”

YES: “Jane fixed her jeep, and then ate a sandwich.”

Lexical Marking

When describing a complex concept or causal relationship, always start with the most important linguistic unit or the main idea.

NO: “Because of its high tensile strength and low cost, steel is a major building component.”

YES: “Steel is a major building component because of its high tensile strength and low cost.”

Numbers: Word vs. Digit

If a number is less than or equal to ten, always write it out. If it is greater than ten, write it with digits. (An exception can be made when reporting statistical results or instrumental studies, where the digit should always be used.)

NO: “We surveyed 5 students,” “We received a one-million dollar grant”.

YES: “We surveyed five students,” “We received a \$1,000,000 grant”.

Numbers: Consistency

Always endeavor to format numbers consistently across sections, lists, or tables.

NO: “5 students reported three positive outcomes.”

YES: “Five students reported three positive outcomes.”

Numbers: Sentence-Initial Formatting

If a sentence begins with a number, it must use the word, not the digit.

NO: “5 faculty reported seeing improvement in classes that used the new curriculum,” “\$500,000 of the grant was used to buy hot dogs,” “30% of respondents don’t like ketchup chips.”

YES: “Five faculty reported seeing improvement,” “Five hundred thousand dollars of the grant was used to buy hot dogs,” “Thirty percent of respondents don’t like ketchup chips.”

Numbers: Hyphenation

Numbers should only be hyphenated when they are between twenty-one (21) and ninety-nine (99).

NO: “One-hundred,” “One million, two-hundred thousand,” “Ninety four”

YES: “One hundred,” “One million, two hundred thousand,” “Ninety-four”

Comma Usage in Lists

Always use the Oxford comma in lists.

NO: “We ate poutine, Nanaimo bars and all-dressed chips.”

YES: “We ate poutine, Nanaimo bars, and all-dressed chips.”