

Aviva UK style guide

When writing anything, making sure it:

- ADHERES TO THE TONE OF VOICE, ACCESSIBILITY AND DIVERSITY GUIDELINES
- Can be **read and understood by a 9-year-old** for accessibility and readability
- Writing needs to be **clear, empathetic** and **friendly**, so use colloquial language – how would you describe it to a friend, use meaningful metaphors and Britishism to bring it to life. No formal language like assist, require,
- Use regular contractions – write how you speak, so they’re, it’s, it’ll, etc.
- Avoid stereotyping – not all women look after children, not all men enjoy football, not all families have/want children, not all couples are married, not all learner drivers are young.

Word/phrase	Do	Don't
Abbreviations	Always write in full in sentence case, not everyone knows what they mean.	Don't use eg, etc, ie. Instead use more natural ways to talk around them: <ul style="list-style-type: none"> • eg – for example, such as, like • etc – and any other • ie – in other words, which means
Acronyms	Avoid acronyms unless they're commonly used, i.e. CEO, B&B, VAT. For less common acronyms, write in full in the first instance followed by the acronym in brackets.	
Addresses	Title case, stacked with no comms A N Other 12 Belview Close York YO1 2AA	
Adviser	Use British spelling with an e	Advisor
Ampersands (&)	Only use brand names and on certain tabs, common phrases and buttons where space is an issue, like B&B	Avoid them, especially as a shorthand for the word 'and' in sentences as it's bad for accessibility and readability
Any more	Sentence case, two words	Anymore
Asterisks	Avoid, it clutters the page and makes us look untrustworthy – put what customers need in plain sight	

Aviva	Use the first person using we, us and our. Aviva is a singular, use Aviva is/has See, It takes Aviva	Aviva have, We at Aviva,
Aviva Community Fund (ACF)	Brand name See, acronyms	
Aviva Financial Advice	Brand name See, acronyms	
Aviva Investment Account	Brand name See, acronyms	
Aviva Pension	Brand name See, acronyms	
Aviva Save	Brand name See, acronyms	
Aviva Stocks & Shares ISA	Brand name, lead caps use ampersands	
Brackets	Limit it to genuine moments of clarification or introducing an acronym to use from then on	Avoid as much as possible on product pages
Bulleted list	Sentence case, no full stop at the end of the sentence. There are two main ways we use unordered or bullet lists, but both help present information more clearly. See, numbered list, tick list and punctuation	
Bond	Lead caps	
Capital letters (upper case)	Random Capital Letters are bad for accessibility. Use sentence case unless it's a proper noun (name) or product name	
Click here	Bad for accessibility and being device neutral. Use longer, more specific link phrases such as find out more about our pensions	Click here
Coronavirus/COVID-19	Sentence case COVID-19, all caps, hyphenated	CORONAVIRUS, CV19, corona, corona-virus, covid
Call-to-action (CTAs)	Be very clear. Where possible exactly match the label, tab or button text you're referring to, including initial capital letters.	Click Options or Tap on Options.

	Use bold text instead of single quotation marks, which could look messy. Where possible use device-agnostic phrases like Choose	
Dates	XX December 20XX or DD/MM/YY For date ranges, use 20 to 24 December 20XX If you're talking about a regular date-related occurrence use the ordinal number (1 st , 2 nd , 10 th) <i>Your payment will be on the 12th of each month.</i> Only abbreviate months if you're short on space. See, suffix	21 st December 2020, 21/12/2020, ¾/2020, 24 of December, 12/12, 24 Dec.
Empty phrases	Your car insurance is due for renewal	We're writing to you to let you know your car insurance is due for renewal
Existing customers	Would you think of yourself as an 'existing customer' or just a 'customer'? Use phrases like 'if you're already a car insurance customer' or 'if you already have a policy with us'.	
Footnotes		
Fractions	Sentence case words: Three quarters Four fifths A third or one third	¾, four-fifths,
Fraud	Sentence case	
Full stops	See, punctuation	
Insurance	Title case: Home Insurance Car Insurance Contents Insurance Buildings Insurance Heating and Boiler Cover Landlords Insurance Temporary Car Insurance Motorhome and Campervan Insurance Health Insurance	

It takes Aviva	Always capitalise It with lower case t in takes, as written here.	It Takes Aviva, ITA, it takes Aviva
Jewellery	Sentence case	Jewelry
Job titles	Title case, except where it's an abbreviation like CEO.	
Links	<p>Sentence case. Write it as a CTA but within a sentence so it sounds natural: <u>Find out more about our pensions.</u></p> <p>For accessibility purposes, the linked text should always be at the very end of a sentence.</p>	<p>Avoid these types of formation:</p> <ul style="list-style-type: none"> You can find more about our pensions <u>here</u>. To find out more about our pensions, <u>click here</u>.
Log in	Verb (log in), sentence case To log in	
Login	Noun (login), sentence case See also, log in	
Medical terms	Follow NHS style guide	
Million	Sentence case, space between number and million See, numbers and money	
Money	Use symbol and numbers. See, numbers	One pound, 1GBP, GBP 1,
Names	<p>Title case Use title if you don't know the full first name where possible in letters</p> <p>When asking details, in sentence case: First name Last name</p>	<p>bruce willis B Willis</p> <p>Christian Name, First Name Surname</p>
Numbered lists	<p>Sentence case, use numbers followed by a full stop, no full stop at the end of the sentence.</p> <p>Only use where the order of tasks is important or showing highest to lowest values.</p> <p>No full stop unless there's punctuation within the sentence. Then full stop throughout the list.</p>	One. Your policy Two...

	See, punctuation, bulleted list and tick list	
Numbers	<p>Write one to nine in words, 10 and above should be in numbers Put a comma in any larger numbers: 1,234 1,234,567</p> <p>Exceptions: Percentages 1% Currencies £1 Times 24/7</p> <p>Ranges: between 15 and 20</p> <p>See, money, million and times</p>	<p>1 percent 1 pound, 1 Pound, 24-7, twenty-four/seven</p> <p>15 to 20, 15-20</p>
Outage	Our system is down. Or we're having problems with MyAviva. Apart from anything else, it looks too much like 'outrage'.	We don't have an outage.
Pandemic	Sentence case See also, coronavirus	Global pandemic
Percentages	Use the % symbol and numbers, even for single figures	Percent, per cent, one percent, 1 percent
Please	Avoid using, we shouldn't be pleading with someone to do something that benefits them	
Post codes	Two words in sentence case Use the space between the regional code and road code	Postcode, post-code, Post Code YO12AA
Product names	<p>Cover or investments</p> <p>Only use capitals when you refer to our products by its full name. When you're doing this, use the full name as it appears in the site navigation to avoid confusion.</p> <p>Examples:</p> <ul style="list-style-type: none"> • a (general) stocks and shares ISA • an Aviva Stocks & Shares ISA 	Avoid saying product
Punctuation		

Quotations		
Regarding	About is less formal	Regarding
Regular contractions	Use they're, it'll, we'll, we're, it's	
Select Investment (Bond)		
Shape My Future	Brand name See, acronyms	Shape my future, shape my future, Shape my Future
Sorry	Sentence case	Apologise if it isn't our fault
Suffix	No suffixes after dates: 24 January 2021 See, dates and trademarks	24 th Dec, 24 of December
Taxman	HMRC	This goes against diversity guidelines
Tick lists	Sentence case, no full stop at the end of the sentence. Use to highlight features and benefits. Each should include a single benefit. Bold subhead with a short explanation underneath: ✓ Driving other cars Cover for driving someone else's car (if you're aged 25 or over) Use a tick or cross where relevant.	
Times	9am 2:30pm Ranges should be separated with Opening hours Monday to Friday, 9:30am to 5:30pm	<ul style="list-style-type: none"> ✗ 24-hour times 16:30 ✗ an extra zero before a single digit hour 09.00 ✗ .00 after an exact hour time 6.00pm ✗ Times without an 'am' or 'pm' 6.00 ✗ o'clock 3 o'clock
Trademarks TM ©	Avoid, it clutters the page	
Upper case	See capital letters	
Wealthify Wealthify Junior ISA	Brand name See, acronyms	