



Style guide



If you have a query about anything in this document please email: info@cantoo.org.au

What we Stand for:

Transforming lives through fitness, fun, friends and fundraising to beat cancer.

Mission

To inspire and support the community to achieve health, fitness, wellbeing and fundraising goals, and invest in research to better prevent, diagnose and treat cancer.

Values

Inspire, Engage, Support and Empower

Style**Font**

The font you use throughout all non-designed communication should be Arial 11.

For designed collateral:

Headings: Open Sans

Body Copy: Arial

**About Can Too**

The Can Too Foundation is an independent health promotion charity committed to funding cancer research and prevention.

Can Too has raised more than \$23M since 2005, to fund 180 Australian cancer research projects and trained over 17,000 participants to be fitter and healthier.

We offer professionally coached training programs across NSW and Queensland using qualified and experienced Coaches plus caring Mentors and Team Captains. In return, the participants raise money for cancer research and prevention.

Can Too trains all levels, from beginners to more experienced athletes, in structured training programs tailored to specific physical challenges such as running races, ocean swims, trail walking, destination events and adventure challenges and you can even choose your own event as a Can Too Beyond program.

The health promotion charity is fighting cancer on two fronts - reducing cancer by getting people moving through goal-specific fitness programs and improving patient outcomes through funding lifesaving Australian cancer research projects.

At Can Too, we believe everyone can achieve goals they once thought impossible. We believe life is what you make of it, that anything is possible, and if you're willing to take that first step, you CAN TOO!

Programs range from entry level distances such as 10km run programs, trail walking and running, 1km ocean swims, to 5km swim programs and half marathons,

through to advanced programs such as marathons and 10km swims.

What's your next Can Too challenge? Check out our training calendar of Can Too programs: <https://www.cantoo.org.au/home/events> to secure your place today!

Abbreviations/Acronyms

The first time you use an abbreviation, spell out the phrase in full and put the abbreviation in brackets, e.g. Australian Institute of Health and Welfare (AIHW). Afterwards you can simply use the abbreviation.

Australian spelling should always be used, unless the word is part of a publication or organisation name.

- 're' in 'centre' (not 'er')
- 's' not 'z' in (organisation)
- program (not 'programme')
- '-ise'. e.g. maximise, capitalise, etc. Never use '-ize'.

ABC News Title Case

'**Aha**' moment put 'aha' in inverted commas

Align use align rather than in a line re the verb to align your ankles, hips and knees

Apostrophe

The main uses of apostrophes are to show ownership (e.g. 'Charlie is Jenny's cat' means the cat named Charlie belongs to Jenny). They are also used to show missing letters in words (e.g. it's = it is, should've for should have)

For singular nouns, indefinite pronouns (e.g. anybody, someone, nobody) and words already ending in s, place the **apostrophe** before the s when indicating ownership.

e.g. The student's essays were impressive (one student)

For plural nouns ending in s, place the **apostrophe** after the s when indicating ownership. (plural and ownership)

e.g. The students' essays were impressive (the essays of more than one student).

B

Beachgoers one word

Benchmark instead of time trial, lowercase unless name of Benchmark night, e.g we conduct two benchmark sessions during the Half Marathon Can Too program.

Blackmores Sydney Running Festival (make sure **Sydney** is included)

Black dog referring to depression is lowercase e.g. 'He had a bad case of the black dog'. **Board Director** not Board Member

Brooks Running is the correct brand name of our partner not just 'Brooks'.

Bullet points

The 3 types of bullet points are:

1. Begin with a capital and end in a full stop if each bullet point is a complete sentence.
2. Where the list of points in total form a sentence, (if you can't ignore the bullets' heading for the bullet point to make sense) begin each point in lower case with no commas or semi-colons and place a full stop at the end of the last bullet point.
3. If all bullets are phrases or fragments, use no end punctuation.

Rules for bullet points:

- 1. Punctuate bullets consistently.** That is, if one bullet ends with a full stop, end all with a full stop, following these rules:
 - a. If all bullets are sentences, end each one with a full stop. <as the bullets above show>.
 - b. If all bullets are phrases or fragments, use no end punctuation
 - c. If the bullets form a list with a complete sentence in total place a full stop at the end of the last bullet point.
- 2. Don't mix and match sentence structures.** Your points should be consistent, either all sentences or all fragments.
- 3. Avoid making bullet points so long that they look like paragraphs.** Three lines is a reasonable maximum length.
- 4. Number bullet points when you have many**—more than five or so. That way your readers can easily track the bullets and refer to them.
- 5. Avoid using transition words and phrases** such as "secondly" or "another point." Such linking phrases are unnecessary, and they slow down readers.
- 6. Keep bullets thematically related.** Bullet points highlight key elements of very specific topics, so stay on a single track.
- 7. Make your bullet points symmetrical.** Notice how each point begins with a bolded directive and ends with a one-sentence explanation (exception point 1).

The structure to use with bullet points

Make sure the grammatical structure of your bullet points is parallel by starting each with the same part of speech. For instance, if you start one point with an adjective, start them all with an adjective.

 **CORRECT:**

Can Too is a two-part journey:

- **Training** your body and mind to get fitter and achieve a goal event, and
- **Fundraising** to support innovative, early-career cancer researchers who may not otherwise contribute to research breakthroughs.

 **INCORRECT:**

Can Too is a two-part journey:

- **Training** your body and mind to get fitter and achieve a goal event, and
- You'll be **fundraising** to support innovative, early-career cancer researchers who may not otherwise contribute to research breakthroughs.

C

Cancer patients, affected by cancer, battling cancer, or people with cancer. Don't use phrases such as 'cancer sufferer' or 'victim of'.

Cancer types should be written in lower case (breast cancer not Breast Cancer and non-Hodgkin (lower case 'n' and upper case 'H'). Except if named after someone such as 'Ewing sarcoma' (named after Professor James Ewing).

Stage IV cancers in Roman numerals (not stage 4)

Can Too Foundation is our official name which should be title case with each word starting with a capital. Please refer to 'Can Too Foundation' in articles in at least one instance and when funds are mentioned use the full name: 'Can Too Foundation'.

Can Too — the words in our name are separate and must **not be** used as one word: 'Cantoo' or 'CanToo'.

The term 'Can Tooers' regarding Can Too participants or community members please use 'Can Tooers' not Can Too-ers two words, no hyphen, no apostrophe for plural.

At the beginning of a sentence if possible start with Can Too not 'The Can Too' and do not put 'The' in front of Can Too unless the sentence structure requires it. 'The' is often needed in front of 'Can Too Foundation' but the name is not officially 'The Can Too Foundation' it's 'Can Too Foundation'.

Instances when you would need to use 'the' in front of Can Too Foundation: 'The' would need to be used to show that the following noun refers to one or more specific persons or things. E.g The Can Too Foundation was established in 2005.

Can Too Founder Annie Crawford AM (use her AM title).

Can Too Magazine 'Spring 2019' capitalise as it's the name of the edition. Italics around the theme Face Your Fears.

UPPER CASE and italics is used for INSPIRE (Can Too magazine) article titles.

When referring to page numbers use numerals e.g. page 8 (not eight) if referring to page numbers in Inspire magazine.

Can Too Participant and Community Member not athlete, client, or customer. Use 'member' to help establish community, but not in governance documents (i.e. annual reports) as there is a legal implication of membership.

Can Too raises funds to help beat cancer or fundraise for cancer research and prevention; not 'cure cancer'.

Can Too Adventure Challenge not Huma Charity Challenge when referring to treks such as 'Trek, Kayak & Cycle Tasmania' and 'Trek the Camino Trail'. Please note these Challenges are not coached programs, they have additional trek and travel costs as well as registration fees.

Cancer research

Our mission is dual: cancer research and prevention, e.g. The Can Too Foundation is an independent health promotion charity committed to funding cancer research and prevention.

Preference 'invested' when talking about research broadly.

When referring to a specific researcher use the word 'funded' or 'funding' rather than 'donated'. E.g. Cancer researcher Dr Angelica Merlot, who received funding from the Can Too Foundation in 2018, won the NSW Young Tall Poppy Science Award last night at a ceremony in Sydney.

We fund research, or we have invested in research.

Research when referring to research use working rather than trying e.g. her laboratory is working to solve this problem not trying

Case

Capitalisation online content headings or title case is used for:

- Can Too positions: Participant, Coach, Team Captain, Champion, Pod Sponsor, Board Director and Mentor, e.g. Anne Massey, Can Too Champion and Matt Fryer, Can Too Coach
 - for other position titles (see p section)
 - names of pods such as: East Pod
 - proper nouns
 - people's names
 - names of government initiatives (e.g. Australian Government Rebate)
 - Publications should be capitalised.

Almost everything else should be in **sentence case**. This excludes news blog titles where only the first letter of the heading or title should be capitalised unless a name and so on.

UPPER CASE is used for *INSPIRE* (Can Too magazine) article titles.

Commitment use fundraising commitment instead of **pledge** e.g. 'Congratulations on meeting your fundraising commitment.'

Competition Permit Number: e.g. GOCAU/2038 to be displayed with the draw date and time and when the ticket sales close for official competitions and raffles.

Charity details – use below registered charity logo on external communications if possible if space allows such as flyers.



Australian Company Number: ACN 169 310 696 (use on official documents)

Australian Business Number: ABN 53 169 310 696 (use on official documents)

Authority to fundraise numbers in Australian States and Territories, use relevant number on official fundraising documents:

13127.17 (VIC) • CFN 23442 (NSW) • CH2618 (QLD) • L 19000833 (ACT) • 22039 (WA)

e.g. if official documents are: entry forms, invoices, receipts and any fundraising materials – Registered company number – (169 310 696) and registered address: Suite 3.04, 100 William St, Woolloomooloo NSW 2011.

D

Dashes

A hyphen (-) isn't a dash. A hyphen is used to join words only. See hyphens.

An en dash (–) is twice the length of a hyphen and an em dash (—) is twice as long as an en dash. Em dashes are often used to set off parenthetical information. Using em dashes instead of parentheses puts the focus on the information between the em dashes. E.g. An etymological dictionary is one of the few books—no, it's the only book—you'll ever need. In Can Too communications use an em dash (—).

Dates write without 'th' i.e. 15 instead of 15th or 15th.

Diabetes (lower case): type 1 and type 2, not type one and type two, or type I and type II.

Dietitian, not dietician.

Diseases are lowercase e.g. coeliac disease; except if they take their name from a person or place e.g. Ebola virus disease, Ewing sarcoma (named after Professor James Ewing, Alzheimer's disease, Crohn's disease, or an acronym such as AIDS for acquired immune deficiency syndrome).

Distance when referring to adding distance always include 'or as advised by your Coach'.

e.g. No more than 10 per cent at a time (this could be one to two km each week or as advised by your Coach).

Distances 2km+ not 2+km

Dr always written as Dr when used with a title. Use at each mention for medical and scientific doctors

E

Earlybird one word

Ellipsis is three dots in a row, with a space on either side, used to connect two phrases. It should be uniform in shape, with a space character either side of the ellipsis between each phrase i.e. 'this is a thought ... about a thought.' An ellipsis should have equal separation on both sides i.e. one space on both sides of the ellipsis ...

Event year we use the year in which the event is held i.e. Noosa Summer Swim 2020, even though the training program commences in November 2019.

Events use the official name of the events:

- Noosa Summer Swim
- Sydney Trail Series 2019
- The Big Swim (to refer to swim from Palm Beach to Whale Beach).

The (Little) Big Swim (to refer to swim within Palm Beach).

Em dashes are often used to set off parenthetical information. Using em dashes instead of parentheses puts the focus on the information between the em dashes.

e.g. An etymological dictionary is one of the few books—no, it's the only book—you'll ever need.

F

Facebook one word

Fundraiser, fundraising one word, not fund-raiser, fund raiser, fund-raising or fund raising. Just use 'fundraise' don't need to include 'money' afterwards as well.

Fundraising Stars Title Case

Full i.e. We do not use the phrase, 'a program is full', use phrase 'waitlist only' e.g. the Summer Swim 2020 is waitlist only.

G

Gatorade don't refer to due to the high sugar content, rather mention electrolytes or Hydralyte.

Government

Should be capitalised as part of a formal title or abbreviated specific title, but lower case is appropriate everywhere else.

The Australian Government is responsible for ...

The government proposes to ...

Government departments should be spelled out in full in the first instance then use acronyms thereafter.

Groundbreaking, not ground-breaking

Guru Status

- **5 +** After 5 completed programs the 6th program only has 50% off fundraising commitment
- **10+** After 10 completed programs the 11th program only has 100% off fundraising commitment
- **15+** After 15 completed programs the 16th and for any future programs there is no fundraising commitment, as the person is now a 'Life Member'.

Can Too Beyond and Corporate programs Do NOT count toward Guru Status and registration fees are still applicable.

H

Hall of Fame title case, see below list of HoF terms for the level the Can Tooer has fundraised:

\$5K	Hall of Fame Inductee
\$10K-\$15K	Hall of Fame
\$20-\$45K	Hall of Fame
\$50-95K	Hall of Fame
\$100K	Hall of Fame
\$100K plus	Hall of Fame

Hashtags: please see below our social handles and hashtags for Can Too

@cantoorunswim
#gocantoo
#thisiscantoo

Headlines we use headlines that are around education/transformation (i.e. learn to, become, etc over more generic actions (i.e. dive into

Hyphens

A hyphen (- isn't a dash. A hyphen is used to join words only. E.g. Gastro-Intestinal Cancer Researcher.

60 year-old (add hyphens between year and old to describe a person's age)

Two year – should only be hyphenated when used as an adjective e.g. the 'two-year interval' and '10-week Virtual Strength and Cardio program'.

I

Italics use italics for:

- The titles of books, journals, plays, newspapers and magazines e.g. The Australian, The Inner West Courier
- *Inspire* (Magazine) title
- Legislation and legal cases
- The names of ships and aircraft
- Scientific names of plants and animals
- Foreign words and phrases not commonly used in English

K

Kilometre not kilometer

L

Life-saving not lifesaving, life saving

Leukaemia, not leukemia

Learn to ocean swim program rather than swim program

M

Measurements

Km always expressed in the singular e.g. 30km and no space in between the number and the measurement

Use words for run distance races rather than numbers e.g. half marathon and marathon rather than 26km or 42km. Use half marathon not the colloquial 'half mara'.

Swim distances put the swim distance in the middle of the title 'Sydney 1km Ocean Swim' or 'Balmoral 5km Swim', even if it varies the official event name i.e. use 'Balmoral 5km Swim for Cancer' rather than the literal '5km Balmoral Swim for Cancer'.

Medallist (double l) not medalist

Mentor when referring to Can Too Mentor position use title case

N

Names Generally, always use first names in articles if possible unless academic title e.g. Dr Angelica Merlot in first instance then Dr Merlot. Can Too Beyond participant, James Casey in first instance then James.

Nippers Title case

Not-for-profit (with hyphens)

Numbers

One to nine should be spelt out and 10 and above should be numerals (in copy).

Commas should be used to mark thousands rather than spaces. For example: 1,000.

If starting a sentence with a number cannot be avoided, write the numbers as words.



Twenty-nine Can Tooers completed the half marathon.



29 people completed the half marathon.

Numeral form is acceptable when used together with a unit of measurement (weight, distance, date, time etc), in tables.

Fractions should be numerals, if fractions are part of a phrase with a number under nine, for consistency keep both numbers as numerals: 3.5 to 4 kilograms.

The exceptions are:

- when referring to page numbers e.g. page 8 (not eight) if referring to page numbers in Inspire magazine.
- use numerals for numbers in bullet points.

P

Participants entry requirements: Our minimum experience for the program is to be able to swim 50m in a pool.

Make sure that in any communications that people are not referred to as joining a Can Too program when they couldn't swim 50 metres. For example, when my friend started at Can Too they couldn't even swim a 25m lap, make sure not to include this sentence in communications or amend as required.

Per cent (%) is two words spelt out for printed materials. For web writing use % as it's easier to read.

Percentage is one word with no hyphen or space.

Phase use an initial cap when talking about phase of a trial (eg Phase I, Phase II, Phase III) otherwise lower case

Pledge don't use. Use fundraising commitment instead, e.g. 'Congratulations on meeting your fundraising commitment.'

Numeral form is acceptable when used together with a unit of measurement (weight, distance, date, time etc), in tables.

Fractions should be numerals, if fractions are part of a phrase with a number under nine, for consistency keep both numbers as numerals: 3.5 to 4 kilograms.

Participants entry requirements: Our minimum experience for the program is to be able to swim 50m in a pool.

Make sure that in any communications that people are not referred to as joining a Can Too program when they couldn't swim 50 metres. For example, when my friend started at Can Too they couldn't even swim a 25m lap, make sure not to include this sentence in communications or amend as required.

Per cent (%) is two words spelt out for printed materials. For web writing use % as it's easier to read.

Percentage is one word with no hyphen or space.

Phase use an initial cap when talking about phase of a trial (eg Phase I, Phase II, Phase III) otherwise lower case

Pledge don't use. Use fundraising commitment instead, e.g. 'Congratulations on meeting your fundraising commitment.'

Pod

Can be confusing so use for internal/member communications only. Or explain what the term means by putting (training group) in brackets afterwards, e.g. 'Darren said that he loves his Gold Coast Pod (training group).'

For external communications use common language over internal colloquialisms i.e Eastern Suburbs rather than East Pod.

Port Macquarie swim Pod. If name of pod capitalise however if adjective keep lowercase e.g. "I love my pod visits," said Anne Massey.

Positions

Parliamentary and ministerial titles are capped (Attorney-General Bill Blackletter said....), but the titles of officeholders in the public service and private sector are lower case (the general manager of XYZ Ltd: the first secretary of the Department of Truth).

Can Too positions are capped: Ambassadors, Coaches, Team Captains, Pod Sponsor, Cancer Researcher, Mentors, Water Safety, Doctors, Oncologists and Researchers.

When referring to Team Captains and or Mentors please use the term 'leadership role' if possible.

Cancer Researcher If referring to cancer researchers as a position title, use title case. However, as a descriptive term use lower case, e.g. Can Too Cancer Researcher, Dr Angelica Merlot or Can Too invests funds in early career cancer researchers.

When referring to a Can Too Cancer Researcher from the Children's Cancer Institute (CCIA) refer to them as a Childhood Cancer Researcher.

Professor do not abbreviate the title professor to prof.

Lowercase professor when it appears before a name. e.g. The award was given to professor John Rubadeau.

When the word professor appears in a conferred title, it should be capitalised before a name.

e.g. The award was given to Professor Emeritus John Rubadeau.

Program not programme.

Punctuation

Avoid punctuating headings unless a question needing a question mark.

Use a single space after a full stop rather than double spacing.

Preventive not preventative. It is searched at approximately 8 times the rate of preventative.

Q

Quote marks are only used for speech.

"I Can Too because I had cancer and now I can support other people who have cancer as the research that Can Too invests in is amazing," said Lisa.

Quotes

For multiple quoted paragraphs, each new paragraph starts with an opening quotation mark, but only the final quoted paragraph has a closing quotation mark at its end.

So, give opening quotation marks to the first and each subsequent paragraph, using closing quotation marks only for the final paragraph of the quotation. E.g

"If you closed quotes at the end of every paragraph, then you would need to reidentify the speaker with every subsequent paragraph.

"Say a narrative was describing two or three people engaged in a lengthy conversation. If you closed the quotation marks in the previous paragraph, then a reader wouldn't be able to easily tell if the previous speaker was extending his point, or if someone else in the room had picked up the conversation. By leaving the previous paragraph's quote unclosed, the reader knows that the previous speaker is still the one talking."

R

Recipes remove brand names; use almond milk instead of Almond Breeze milk.

References when quoting studies or statistics please reference the source.

e.g. In 2019, it's estimated that 145,000 cases of cancer will be diagnosed with almost 50,000 deaths from cancer. *

* Australian Institute of Health and Welfare 2019. Cancer in Australia: In brief 2019.

Extensive References for board reports and blog articles when referencing reports, not in social media or EDMs:

Please refer to this APA guide for how to correctly reference: <https://www.mendeley.com/guides/apa-citation-guide>

e.g. Blackdog Institute (2020) Facts & figures about mental health. Retrieved from URL: https://www.blackdoginstitute.org.au/wp-content/uploads/2020/04/1-facts_figures.pdf

RunWest one word

S

Seasons such as winter, spring, summer and autumn, do not require capitalisation because they are generic nouns.

Side effects not side-effects

Smoke-free not smokefree, aligned with NSW Health language i.e. Smoke-free Environment Act.

Social media see below our social handles and hashtags for Can Too:

@cantoorunswim

#gocantoo

#thisiscantoo

Spacing use a single space after a full stop rather than double spacing (for web copy). Use a double space after a sentence for printed copy / letters.

Surf life saving club 'life saving' two words

T

Treks see Can Too Adventure Challenge

Triathlon please update to not include 'triathlons' if they are not in the current Can Too offerings of programs.

Trail running is two words

U

URL 'http:/' should not be included in front of URLs. And use short links where possible (short links can be created in the Funraisin software).

V

Virtual programs

Strength and Cardio Virtual 10-week program

Our gift to you - a free virtual 4-week program

W

Wellbeing not 'well-being' or 'well being'.

Give us your feedback

We'd love to hear from you!

If you have any suggestions, please contact info@cantoo.org.au