



PURA PR

House Style Guide
2026

Contents

1. Introduction /Purpose
2. Brand Voice
3. Tone of Voice
4. General Writing Style
5. Grammar / Punctuation
6. Spelling
7. Numbers / dates units
8. Capitalisation
9. Formatting
10. Channel Guidance
11. Use of Words
12. Referencing Clients
13. Review



1. Introduction

This House Style Guide outlines how Aura PR communicates in writing across our external communications and marketing.

It exists to ensure that everything we put our name to is consistent, and recognisable as Aura PR.

This applies to everyone who writes on our behalf: team members, associates, and any freelancers.

2. Brand voice

Aura PR is a specialist PR and communications agency based in Lincoln, trusted across the UK.

We are plain-speaking but full of personality, and genuinely embedded in the sectors we serve.

Our voice has four core qualities

Expert, confident

We know our stuff and we prove it through substance, not swagger. We speak with authority because we've done the work.

Direct, not blunt

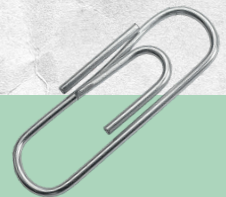
We deliver straight talk with warmth and respect.

Warm, not gushing

We're approachable and human. We use real language, not corporate speak. Critical friend and colleague rather than brochure.

Energetic, not exhausting

We bring genuine enthusiasm to what we do, but we don't pepper everything with exclamation marks or oversell.

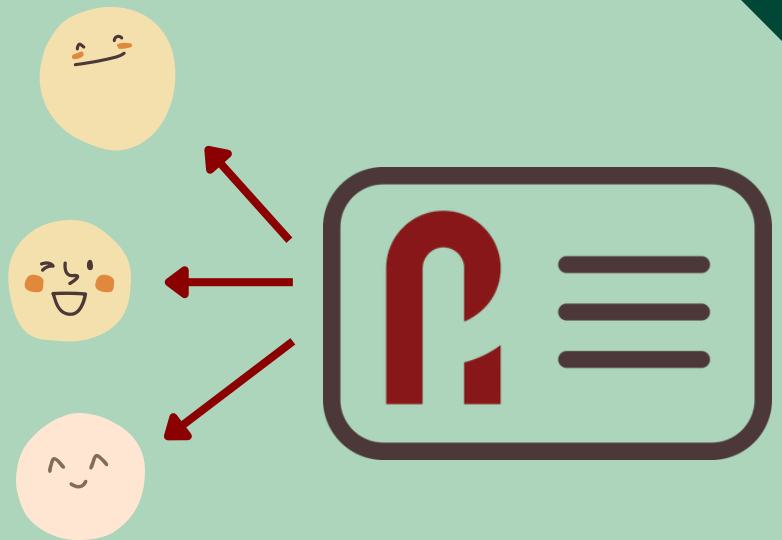


3. Tone of voice

3.1 General tone

Write as you would speak to a smart, busy professional who has hired you because they trust your expertise. Be confident and informative.

- Use active voice as a preference, passive voice where necessary
- Speak to the reader directly: 'you', not 'the client' or 'businesses'.



3.2 Aura PR personality

Aura PR has personality. We use light wit where appropriate: a well-placed phrase, a touch of irreverence.

We are not afraid to have an opinion, challenge assumptions, or say something others in the sector won't. That is part of what makes us useful.

4. Overall/general writing style

4.1 Sentence length

We use varied lengths. Long sentences build context in case studies and reports. Short ones land the point in blogs and promotional copy.

4.2 Paragraph length

Keep paragraphs short and scannable. One to three sentences is ideal for web and social content. Blog posts and longer-form content can run a little longer, but the rule still applies.

4.3 Headlines

- Use sentence case for headlines and subheadings (see Section 8).
- Avoid clickbait framing. We earn attention through substance.
- Questions work well: 'Is your PR agency actually doing what you pay them to do?'



4.4 Calls to action

Every piece of content should know what it wants the reader to do next. CTAs should be clear and know whether they are soft or hard.

Do	Don't
Book your free consultation.	If you would like to find out more, please do not hesitate to get in touch
Lets chat.	Feel fee to contact us at your earliest convenience.
Find out how we can help.	We would welcome the oppurtunity to discuss this further.

5. Grammar & punctuation

5.1 The Oxford comma

We use the Oxford comma. This is the comma placed before the final item in a list of three or more.

Correct	Incorrect
PR, marketing, and social media management.	PR, marketing and social media management.

5.2 Apostrophes

- Use apostrophes correctly for contractions: it's, we're, you've, they'd.
- Use apostrophes correctly for possession: the client's brief, the agency's report.
- Never use an apostrophe for a plural: 'retainers' not 'retainer's' when referring to multiple retainers.
- Its (possessive) vs. it's (it is).



5.3 Hyphens & dashes

- Use a hyphen (-) to join compound modifiers before a noun: 'a data-driven approach', 'a well-known agency'.
- Use an en dash (--) for ranges and to separate clauses where a comma would be too light: 'We cover PR, marketing, and digital -- all under one roof.'
- Do not use a hyphen where an en dash is needed. Do not use a double hyphen (--) as a dash.

5.4 Exclamation mark

Use sparingly and only in light copy such as blogs, social engagement posts and quotes.

5.5 Question marks

Rhetorical questions can be effective. Direct, honest ones are even better. Avoid stacking multiple questions in the same paragraph.

5.6 Elipses

Use intentionally and rarely.

5.7 Quotation marks

- Use double quotation marks for direct speech and quotations: "We've seen a 126% increase in follower growth."
- Use single quotation marks for titles of shorter works, technical terms being introduced, or to show mild irony: 'earned' coverage, a 'quick' edit.

5.8 Colons / semicolons

Do not use a semicolon where a full stop or colon would be cleaner. If you find yourself reaching for a semicolon often, your sentences may be too long.



6. Spelling & British English

All Aura PR content is written in British English. Use a British English spellchecker. Do not rely on US English defaults.

6.1 Common British vs. American spellings

Correct (British)	Notes
organise, realise, recognise	-ise not -ize (standard UK)
colour, flavour, humour	-our not -or
centre, theatre, fibre	-re not -er
licence (noun), license (verb)	Distinguish noun/verb
practice (noun), practise (verb)	Distinguish noun/verb
programme	Except in IT contexts
travelling, cancelled	Double consonant
whilst, amongst	Either acceptable in the UK
analyse	-yze

6.2 Preferred spelling

Where multiple spellings are acceptable in British English, Aura PR uses the following:

- Email (not e-mail)
- Website (not web site or web-site)
- Online (not on-line)
- Social media (no hyphen)
- Press release (no hyphen)
- Copywriting (one word)
- Subheading (one word)
- Well-being (hyphenated)
- Decision-making (hyphenated as a compound modifier)



7. Numbers, dates & units

7.1 Numbers

- Spell out numbers one to nine in running text: 'three clients', 'nine months'.
- Use numerals for 10 and above: '12 months', '126% growth'.
- Always use numerals for percentages: 42%, not forty-two per cent.
- Use numerals for statistics, data, and comparisons, regardless of size: 'coverage across 3 publications'.
- Do not start a sentence with a numeral.
- Use a comma as the thousands separator: 1,200 not 1200 (for numbers above 999).

7.2 Percentages

- Use % (the symbol) in all written content, not 'per cent'.
- No space between the number and the symbol

7.3 British dates

Use the British date format, day followed by month.



12 June 2026



June 12th, 2026



7.4 Time

Use the 12-hour clock: 9am, 2.30pm (no space between number and am/pm). Noon and midnight, not 12pm and 12am.

7.5 Money

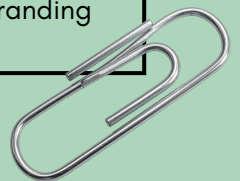
Use the £ symbol for sterling. No space between symbol and figure: £5,000 not £ 5000. Use 'p' for pence in informal contexts. Spell out 'pounds' and 'pence' when writing formally or at the start of a sentence.



8. Capitalisation

We use sentence case, not title case, for headings and subheadings throughout. This means only the first word and proper nouns are capitalised.

Do	Don't
How to get your PR agency working harder	How To Get Your PR Agency Working Harder
What does a PR retainer actually include?	What Does A PR Retainer Actually Include?
Our services: PR, marketing, and branding	Our Services: PR, Marketing, And Branding



8.1 Proper nouns

- Always capitalise the names of organisations, publications, and named programmes: SEMA, ICFA, LinkedIn, Google.
- Capitalise job titles only when used as part of a name.
- Capitalise named sectors when referring to a formal body or standard: SEMA Racking Guidelines. Do not capitalise generic references: 'the racking industry'.

8.2 Acronyms & abbreviations

- Write acronyms in full on first use, followed by the abbreviation in brackets: 'Storage Equipment Manufacturers' Association (SEMA)'. Thereafter, use the abbreviation alone.
- Common abbreviations that do not need spelling out: PR, SEO, B2B, UK, Ltd.



8.3 Aura PR

Always refer to the agency as 'Aura PR': two words, both capitalised.

9. Formatting

9.1 Bold & italics

- Use bold for genuinely important information, key terms on first use, or to draw the eye in a list. Do not bold entire paragraphs or sentences.
- Use italics for titles of publications, for foreign words or phrases, and for mild emphasis within a sentence. Do not rely on italics for heavy lifting -- rewrite if the emphasis isn't clear.
- Avoid underlining except for hyperlinks.

9.2 URLs

In web content and email, hyperlink meaningful anchor text: 'Find out about our PR services' rather than 'Click here' or a bare URL.

When a URL must appear in print, use the clean domain form without trailing slashes: aurapr.co.uk

9.3 Document Layout

Use consistent heading hierarchy (H1, H2, H3).



10. Platform specific guidance

10.1 Website copy

Use subheadings to guide the reader. Lead with the benefit to the reader, not a description of Aura PR.

10.2 Blog posts & articles

Word count: 600--1,200 words for most posts. Sector-specific guides or how-to content may run longer.

10.3 Press releases

Follow the inverted pyramid....most important information first, supporting detail below.

Keep to one to two pages. Use the third person. Include a boilerplate paragraph about Aura PR at the end, and editor's notes where relevant.

The first paragraph must answer who, what, when, where, and why.

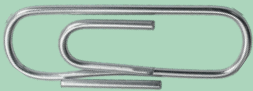




10.4 LinkedIn

Professional but human. Longer posts perform well on LinkedIn: 150 to 300 words is a reasonable target for thought-leadership content. Use short paragraphs. A question or bold opening line stops the scroll.

Hashtags: two to four, relevant and specific. Place at the end of the post.



10.5 Instagram

More visual and informal than LinkedIn. Captions can be short (one to three sentences) or longer storytelling posts. Emojis are acceptable -- use with purpose, not decoration.

Hashtags: five to ten, mixed broad and niche.



10.6 Email

Subject lines: clear, specific, and under 60 characters where possible. Avoid clickbait. A/B test where relevant.

Body copy: short paragraphs, one idea per paragraph. Single clear call to action. Sign off with a name, not just 'The Aura PR Team'.

10.7 Proposals / client documents

Professional, structured, and tailored. Use the client's language back to them where appropriate -- this demonstrates sector knowledge. Every proposal should be proofread by at least one other person before it goes out.



11. Words to use & words to avoid

11.1 Aura PR's preferred language

These phrases reflect our voice and values.

- Targeted over blanket
- Embedded (in a sector or client relationship)
- No-nonsense
- Straight-talking
- Sector-fluent
- Earned coverage (not 'free press')
- Transparent
- Proactive
- Authoritative
- Plain-speaking



11.2 Words & phrases to avoid

- US English
- Technical jargon (unless necessary for the client, see jargon section)



11.3 Jargon policy

Sector-specific terminology is acceptable when writing for specialist audiences.

E.G - If you are writing a SEMA compliance piece, use the correct technical terms. If you are writing a general piece about PR, do not hide behind industry jargon.

12. Referencing clients & sectors

12.1 Client names

Always refer to clients by their preferred name or brand identity.

Check with the client if unsure. Do not shorten or abbreviate a client's name without explicit permission.

When writing case studies or testimonials, use the client's full name on first reference.



12.2 Sector terminology

Aura PR serves specialist sectors. We do not simplify technical language for the sake of it.

- Racking & warehousing: SEMA (Storage Equipment Manufacturers' Association), racking inspection, load notices, rack safety.
- Construction: ICF (Insulating Concrete Formwork), RIBA CPD, low-carbon building systems, embodied carbon.
- Trade associations: membership communications, standards bodies, advocacy, sector representation.

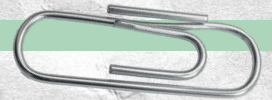
12.3 Testimonials & case studies

Always attribute quotes to a named individual with their title and organisation: "Keith, SEMA." Use the exact words provided by the client -- do not paraphrase a direct quote.

Seek written permission before publishing any testimonial, case study, or client result in public-facing content.

13. Contact & review

This document is a living guide. It will be reviewed and updated as Aura PR grows, takes on new sectors, or identifies gaps.



Version	Date	Notes
1.0	June 2026	Initial version. Author Kirsty Olczak.





AURA PR

If something is not covered here, or if you believe a rule needs updating, contact:

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