

tone of voice

GENERAL

Our Roots

Back-Roads Tour Leaders are empowered to adapt trips to suit the needs of our guests, to add an element of flexibility to our tours, and to add depth to each itinerary with their own personal touches. With an NPS of 70 and an average Tour Leader rating of 4.91, we have every right to pronounce our Tour Leaders the best in the business; to speak from the heart about the outstanding, unforgettable travel experiences our company delivers.

Our Copy

Brimming with local insights, historic facts and the type of vivid descriptions you'd expect from one of our Tour Leaders, Back-Roads copy forms a superlative image of the Back-Roads group touring experience. Informative, yet never stuffy or patronising, our written content is designed to uphold our CVPs: *Enjoy the company of a small group*, *Feed your curiosity*, *Embrace the view*, *Discover a local way of life*, *Savour each moment* and – of course – *Guided by the best*.

We write as if we have travelled on every Back-Roads tour ourselves; as if we've been exploring each destination for years and have amassed boundless touring experience. But despite our seasoned traveller status, we're still full of enthusiasm for each stop on the itinerary – and eager to make wonderful new memories with unique new travel companions.

Tonally, we are respectful; serious, but casual, and always enthusiastic. We're confident in what we say, because we're excellent at what we do. We choose our words carefully so as to convey the premium nature of our tours – but we aren't so sophisticated that we appear affected and condescending. Colloquialisms may be used where appropriate to add warmth to our copy.

We Are

Enthusiastic, descriptive and informative
Confident about what we do and why, but not arrogant
Experienced, but not stuffy

LANDING PAGE

Here at Back-Roads, our passion is delivering small group holidays that delve a little deeper. Travelling by luxury mini-coach along scenic roads, our tours invite you to see each destination through the eyes of the people who know it best: the locals who call it home.

We know that the best kind of adventure is one that introduces you to authentic experiences, never-to-be-forgotten views and hand-picked retreats brimming with local charm – while providing you with the time and space to explore independently.

With intimate group sizes and expert Tour Leaders and Drivers, there's no better way to feed your curiosity than with a Back-Roads tour.

DESTINATION PAGE

JAPAN

An incomparable land where ancient architecture and antique traditions blend seamlessly with glittering cities and cutting-edge technology, Japan offers unforgettable travel experiences to those who embrace it in all its eccentricity.

Our new tours are designed to immerse guests in Japan's most renowned attractions: its history and its gardens.

Evocative temples, spectacular castles and poignant post-war monuments; from its rich heritage to its modern past, you'll discover the unbelievable stories that shaped the country on our Highlights of Japan tour. And whether you're enticed by the springtime cherry blossoms or the autumn maple leaves, you'll find that Japan's well-manicured parks and gardens captivate year-round on our Gardens of Japan departures.

Read on to find out more about our new itineraries.

NORTH AMERICA

From the sun-bleached coasts of California and the canyons of the Southwest to the picturesque port towns of New England, North America offers up a plethora of sights that are as diverse as they are soul-stirring.

And it's not just the views that will keep you coming back for more. With a combination of welcoming locals, delicious and varied cuisines, excellent music and fascinating history, there's no easier place to embrace the open road and throw yourself into adventure than the mighty USA.

BRAND COPY (e.g. campaign copy, brochure itineraries, sell pages, blog)

Enjoy the company of a small group

With small group sizes of no more than 18 people, you can expect a more personalised touring experience – and with like-minded travellers at your side, you'll find that a journey shared is a journey best enjoyed.

Feed your Curiosity

Stories waiting to be unravelled. Secrets waiting to be revealed. Fascinating cultures, delicious flavours and unexplored terrain. Feed your curiosity and embark on a voyage of discovery with Back-Roads – and let the new and exciting take centre stage.

Embrace the view

Immerse yourself in nature on uplifting journeys through evocative landscapes. From rolling hills and swathes of forest to shimmering coasts, islands and canals, breathtaking views lie around every corner when you take the scenic route.

Discover a local way of life

There's no better way to understand the essence of a destination than by meeting the people that call it home. Learn traditional crafts, stories and recipes as you venture off the tourist trail and behind the scenes with exclusive local experiences.

Savour each moment

Slow the pace and take it all in; there's plenty of time to enjoy each step of the journey. Whether you're touring a historic home, enjoying a meal or indulging in a wine tasting session, you can do so safe in the knowledge that you won't be rushed.

Guided by the best

Insightful, attentive and passionate, our Tour Leaders will unlock the experiences that make your Back-Roads tour truly special – from adding personal touches to your itinerary to bringing destinations to life with their local knowledge.

FUNCTIONAL COPY (e.g. SEO optimised web pages, web itineraries)

TREASURES OF SCOTLAND

Perthshire | Loch Lomond | Ayrshire Coast | Scottish Borders

9 DAYS / 8 NIGHTS / UP TO 18 GUESTS

Enchanting lochs, haunting glens and soaring mountains: Scotland is home to many diverse treasures. On this tour of the historic Borders and scenic Central Belt, we'll discover some of the country's most spectacular views, fascinating stories and long-standing traditions – all of which are to be found in lesser-visited locations off the beaten track. Ready to discover another side to Scotland? This is the trip for you.

THE BACK-ROADS DIFFERENCE

- Experience soul-stirring views on a Highland safari in Perthshire
- Take a day trip to the unforgettable Isle of Arran
- Meet the owner of Traquair – Scotland's oldest inhabited house – and enjoy a guided tour of the property (with included tasting session at the house's brewery)

DAY 1 EDINBURGH – LINLITHGOW – PITLOCHRY

Our journey into the unspoilt scenery of rural Scotland will begin in Edinburgh, where we'll meet the group and board the mini-coach for the first time. Our first stop? Linlithgow Palace, the countryside retreat where Mary, Queen of Scots was born. This afternoon we'll visit Doune Castle, which was used to depict Castle Leoch in *Outlander*. We'll then roll through the spellbinding Sma' Glen en route to Pitlochry, where we'll come together for a welcome dinner. **(D)**

Accommodation: TBC

DAY 2 PITLOCHRY – PERTSHIRE – PITLOCHRY

We'll explore the vastness of the highlands with a kilted safari ranger today – going off-road through wild terrain to take in the area's spectacular mountain views. After an adventurous ride, we'll move on to the Red Deer Centre. Then: we'll return to the hotel for an afternoon of leisure time. **(B)**

Accommodation: TBC

DAY 3 PITLOCHRY – SCOTTISH CRANNOG CENTRE – LUSS

Today we'll continue our journey to Luss – but before we get there, we've an appointment to keep with the Scottish Crannog Centre. Tonight, there's a private dinner and whisky tasting session to look forward to at the postcard-perfect Glengoyne Distillery. **(B,D)**

Accommodation: Lodge on Loch Lomond (or similar)

DAY 4 LUSS – GLENCOE – LUSS

More breathtaking scenery is on the cards today as we take a day trip through magnificent Glencoe. While here, we'll visit Glencoe Visitor Centre and learn the haunting story of the Glencoe Massacre of 1692. Before we return to Luss for the afternoon, we'll have just enough time to visit the Inverawe Scottish Oak Smokehouse, where there's a delicious smoked salmon tasting session in store. **(B)**

Accommodation: Lodge on Loch Lomond (or similar)

DAY 5 LUSS – ALLOWAY – TROON

We'll round off our visit to Loch Lomond with a breathtaking loch cruise this morning. After losing ourselves amidst the views of islands, mountains and trees, we'll head back to dry land for the journey to Alloway: the birthplace of National Bard Robert Burns. Then: onwards to charming Troon, where an included dinner awaits. **(B,D)**

Accommodation: Piersland House (or similar)

DAY 6 TROON – ISLE OF ARRAN – TROON

The enchanting Isle of Arran is the next scenic stop on our itinerary. After our included ferry crossing, we'll have the whole day to spend browsing the village shops, sampling the local restaurant fare, taking in the sweeping country views, and strolling past historic buildings and castle ruins. This evening we'll return to Troon. **(B)**

Accommodation: Piersland House (or similar)

DAY 7 TROON – NEW LANARK – SCOTTISH BORDERS

Today we'll set a course for New Lanark, home of the award-winning New Lanark Visitor Centre (one of Scotland's six UNESCO World Heritage Sites of 'outstanding universal value'). After visiting the working textile machinery, we'll move on to our next stop: Traquair House, the oldest inhabited house in Scotland. We'll even have the chance to take a look around the historic brewery – and sample a taste of its produce, too. **(B)**

Accommodation: TBC

DAY 8 SCOTTISH BORDERS

Today will begin with a visit to Melrose Abbey, the final resting place of the heart of Robert the Bruce. Later, there's more fascinating history in store in the Royal Burgh of Jedburgh, where we'll visit Mary Queen of Scots' Visitor Centre. After a day of discovery, we'll return to our accommodation – where we'll raise a glass together one last time at tonight's farewell dinner. **(B,D)**

Accommodation: TBC

DAY 9 SCOTTISH BORDERS – NORTH BERWICK – EDINBURGH

On the last leg of our journey we'll stop off at the Scottish Seabird Centre in North Berwick, where we'll use zoom-in cameras to get an up-close look at the local wildlife. Then: back to beautiful Edinburgh, where we'll say goodbye. **(B)**

INCLUSIONS

- 8 nights in boutique accommodation
- Experienced Back-Roads Tour Leader and Driver
- Premium mini-coach transportation
- Daily full Scottish breakfasts **(B)**, 4 dinners **(D)**
- Private dining experience and whisky pairing at Glengoyne Distillery
- Scenic cruise on Loch Lomond
- Entrance included to all attractions in the itinerary, including: Linlithgow Palace, Doune Castle, Highland Safari, the Red Deer Centre, the Scottish Crannog Centre, Glengoyne Distillery, the Glencoe Visitor Centre, Inverawe Scottish Oak Smokehouse, the Robert Burns Birthplace Museum, the New Lanark Visitor Centre, Traquair House, Melrose Abbey, Mary Queen of Scots' Visitor Centre, the Scottish Seabird Centre

GRAMMAR CHECKLIST

1. Abbreviations, contractions and acronyms

The general rule

Don't use full stops after any abbreviations, contractions or acronyms and close up space between letters.

1. Abbreviations

These are formed by omitting letters from the end of a word.

E.g.

- ✓ ante meridiem > am
- ✓ post meridiem > pm

2. Contractions

These are formed by omitting letters from the middle of a word.

E.g.

- ✓ Mister > Mr
- ✓ Saint > St
- ✓ Street > St

3. Acronyms

These are formed from the initial letters of words and should be written as a single string of uppercase letters.

E.g.

- ✓ Trip Leader > TL
- ✓ United Nations Educational, Scientific and Cultural Organization > UNESCO

When using an acronym that may be unfamiliar to your readers, spell it out in full the first time it's mentioned, with the acronym following in brackets. After that, it's okay to use the acronym alone.

4. Specific abbreviations

Ampersands

Ampersands should only be used if they are part of official titles or names. Otherwise, spell out 'and'. We can make an exception with social copy if we need to stick to a low character count.

E.g.

- ✓ Johnson & Johnson

People's initials

Use a space to separate each initial.

E.g.

- ✓ J R R Tolkien
- ✓ C S Lewis

Measurements

Ensure measurements are consistent throughout your copy. For example, when discussing large numbers in text, it's fine to use k/m/bn as shorter ways of spelling out 1,000/1,000,000/1,000,000,000. For multiple millions/billions you can use a mixture of words and numbers (e.g. 7 million). Again, ensure you are consistent throughout.

2. Capitalisation

The general rule

Do not use a capital letter unless it is absolutely required.

2.1 Wi-Fi

'Wi-Fi' is a registered trademark of the Wi-Fi Alliance and should always be written like this.

E.g.

- ✓ Wi-Fi is available in all of our hand-picked accommodation.

2.2 Titles

Books/films/songs/games, etc.

Capitalise the first word of the title, and all words within the title except articles (a/an/the), prepositions (to/on/for etc) and conjunctions (but/and/or etc). See **Highlighting/emphasising text** for details on italicising and **Punctuation** for quotation mark advice.

E.g.

- ✓ *The Mummy*
- ✓ *Game of Thrones*

3. Numbers

Consider the channel you're writing for. Social ad copy (not organic) sometimes means limited characters – so in this case, **and this case only**, you can ignore the below and write the number using the least space possible.

1. How to write numbers

Spell out whole-number words for one to ten. Use figures for numbers above ten.

E.g.

- ✓ Later, we'll move on to our hotel in Conwy – where we'll stay for the next two nights.
- ✓ With over 100 chalets to explore, it's the perfect place to pick up a gift for your loved ones back home.

Spell out words for 'first', 'second' and so on up to and including 'tenth'. Use numbers and 'st'/'nd'/'rd'/'th' for larger ordinal numbers. Don't use superscript as this causes problems with line spacing.

E.g.

- ✓ The second stop of the day will be Cancale.
- ✓ We'll have the privilege of meeting the house's current owner, the 21st Lady of Traquair.

Always use figures and symbols for percentages, measurements and currency. Use commas to punctuate large numbers.

E.g.

- ✓ Prices from £3,259 per person.
- ✓ The Cu Chi tunnels were a strategic operation base during the Vietnam War – and there's over 120 km of them.

2. Times

Use either the 12- or 24-hour clock – not both in the same text. The 12-hour clock uses a full stop between the hours and minutes. The 24-hour clock uses a colon and leaves out am/pm.

E.g.

- ✓ The walking tour starts at 11.30am and ends at 1pm.
- ✓ The walking tour starts at 11:30 and ends at 13:00.

Use 'midday' or 'midnight' instead of '12', '12 noon' or '12 midnight'

E.g.

- ✓ The Early Bird sale ends at midnight on 12 July.

If using the 12-hour clock, don't use additional '.00' for times on the hour,

and close up space between the number and the 'am' or 'pm'.

E.g.

- ✓ The tour begins at 9am.
- ✓ The tour begins at 11.30am and ends at 1pm.

3. Dates

Always put the date before the month.

E.g.

- ✓ Hurry, because this deal ends on 27 September.
- x Hurry! Flight deal ends on September 27.

Don't use 'th' etc with dates – just the number and month – and never precede the number with 'the'.

E.g.

- ✓ Hurry! Flight deal ends on 27 September.
- x Hurry! Flight deal ends on the 27th September.

4. Spans of numbers and years

To refer to an academic or financial year, use the format '2017-18'.

E.g.

- ✓ The 2020-21 itineraries will be ready next month.

4. Punctuation

The general rule

Use as little punctuation as necessary while retaining the meaning of the sentence.

1. Apostrophe

To indicate possession

Use 's after singular nouns, plural nouns that do not end in s and indefinite pronouns.

E.g.

- ✓ We'll delve into Navarre's fascinating history.
- ✓ St Peter's Abbey

Use just ' after plural nouns ending in s.

E.g.

- ✓ We'll receive a unique glimpse into the fortress' history.

Do not use an apostrophe in its with the meaning 'belonging to it'. This is because 'it's' is a contraction of 'it is'.

E.g.

- ✓ Ireland is famous for its captivating nature.
- ✓ This pastry? It's a Hungarian delicacy.
- x The further we travel into Morocco, the more you'll fall under it's spell.

Use apostrophes with noun phrases to do with periods of time (use an apostrophe if you can replace the apostrophe with 'of').

E.g.

- ✓ We'll reunite in two weeks' time.
- ✓ We'll reunite in two weeks.
- x We'll reunite in two weeks time.

To indicate that letters have been left out (contractions)

Do not use an apostrophe to make a plural, even with a word/phrase that is not usually written in the plural or which appears clunky. All of the following examples take an **s** as normal in English to make their plurals.

E.g.

- ✓ The Sagrada Família was started in the 1880s, but never finished.
- ✓ Dubrovnik is far more beautiful in real life than it is on those *Game of Thrones* DVDs.
- ✓ Why not take a look at our list of Paris dos and don'ts?
- x With a Jacuzzi aboard the barge, you'll feel like VIP's in no time.

2. Brackets

Parentheses/round brackets ()

Use in place of a pair of dashes or commas around a phrase that adds extra information, a translation, dates, an explanation or a definition.

E.g.

- ✓ The Frauenkirche (which was built in the 18th century) was destroyed in WWII.
- ✓ Nakamise Street sells mochi (sticky rice cakes) and geta (wooden shoes).

Using other punctuation with brackets

Include full stops/exclamation marks/question marks/quotation marks before the closing bracket only if the complete sentence/quote is in brackets. Otherwise, punctuate after the closing bracket.

E.g.

- ✓ Take some time to explore the local markets (or relax at the hotel).
- ✓ Take some time to explore the local markets. (Or, relax at the hotel.)

3. Bullet points

Don't punctuate the end of bullet points if you're listing items.

E.g.

- ✓ Entrance included to all attractions in the itinerary, including:
 - o The Irish National Stud
 - o Portumna Castle
 - o The Cliffs of Moher

If the text inside the bullet points forms a complete sentence in its own right, add a semicolon to the end of each point, 'or' or 'and' (depending on the sense of your sentence) to the end of the penultimate point, and a full stop to the end of the last one.

E.g.

- ✓ The following will be considered valid reasons for missing your tour:
 - you are absent as a result of illness; or
 - you are unable to attend because of problems with your documentation, passport and/or visas.

4. Colon and semicolon

Use a colon to introduce a sub clause which follows logically from the text before it, is not a new concept and only makes sense if you read the main clause first.

E.g.

- ✓ Today, you can expect two things: a wine tasting and a guided tour.
- ✓ Natural wonders, delicious foods and bustling markets. They can only mean one thing: a Central European Christmas.

Use a semicolon to link two related parts of a sentence which could potentially stand alone as a grammatically complete sentence.

E.g.

- ✓ In Wales, we'll listen to a male voice choir; in Portugal, we'll hear Fado singers.

5. Comma

Use a pair of commas to surround a non-defining clause (one that adds descriptive information but that can be removed without losing the meaning of the sentence). Note that only 'which' or 'who' can be used in this type of clause, not 'that'.

E.g.

- ✓ The Frauenkirche, which was built in the 18th century, was destroyed in WWII.

Use commas to surround a non-defining word or phrase (which adds information but could be left out without changing the sense of the sentence), and follow the non-defining word/phrase with a single comma if it is at the start of the sentence.

E.g.

- ✓ Hever Castle, the childhood home of Anne Boleyn, is known for its gardens.
- ✓ Known for its gardens, Hever Castle was the childhood home of Anne Boleyn.

Defining vs non-defining information

Do not use a comma to join two main clauses, or those linked by adverbs or adverbial phrases (e.g. 'nevertheless', 'therefore', 'however'). This is sometimes referred to as 'comma splicing'. Either use a semicolon or add a coordinating conjunction (e.g. 'and', 'but', 'so').

E.g.

- ✓ Windsor is popular with tourists, and it's easy to see why.
- x Windsor is popular with tourists, it's easy to see why.

Use a comma between multiple adjectives that can be used in the comparative/superlative or modified with 'very', 'quite' etc.

E.g.

- ✓ New Orleans is a vibrant, soulful, unique city.

Do not use a comma between multiple adjectives that either are or are not, such as 'unique', 'English', 'black' etc. (although note that stylistically, these can be modified).

E.g.

- ✓ A *ryokan* is a traditional Japanese inn.
- ✓ The eighteenth-century sandstone tower is lit up at night.

Note that there is no comma between the penultimate item in a list and 'and'/'or', unless it's required to prevent ambiguity. This is sometimes referred to as the 'Oxford comma'. However, always insert a comma in this position if it would help prevent confusion.

E.g.

- ✓ We'll eat pasta, bread and olives, and gelato.

6. Dashes and hyphens

***em-dash* (—)**

Do not use. Use an en-dash instead.

***en-dash* (-)**

Use in a pair in place of round brackets or commas, surrounded by spaces.

E.g.

- ✓ The Frauenkirche – which was built in the 18th century – was destroyed in WWII.

Use singly and surrounded by spaces to link two parts of a sentence, in place of a colon.

E.g.

- ✓ Tonight, we'll dine in Natchez – the 'Jewel of the Mississippi'.

***hyphen* (-)**

When to use a hyphen

To link a range of numbers, with no spaces either side.

E.g.

- ✓ For tour exclusions, please see our FAQs (p.31-32).

In an adjectival phrase before a noun.

E.g.

- ✓ The up-to-date list of highlights includes a cookery lesson and a Limoncello tasting.

In an adjectival phrase including a verb.

E.g.

- ✓ The views over the desert are awe-inspiring.

In compass points (unless used geographically rather than as directions)

E.g.

- ✓ We're travelling south-west to Munich.
- ✓ The southwest is a popular holiday destination.

When not to use a hyphen

In an adjectival phrase that does not precede a noun.

E.g.

- ✓ The list of highlights is up to date.

In an adjectival phrase before a noun where the first element is an adverb ending in -ly. Note that any other adverbs in adjectival phrases do take a hyphen.

E.g.

- ✓ Feast on locally sourced cuisine beside the Eiffel Tower.
- x Feast on locally-sourced cuisine beside the Eiffel Tower.

7. Ellipsis

Use an ellipsis to indicate a pause. Follow the ellipsis with a space in this case, as it stands in place of a comma or full stop.

E.g.

- ✓ Wander cobbled streets, take a closer look at the Basilique St-Sauveur, visit the old bridge... You won't be short of things to do!

8. Quotation marks

Use single quotation marks for direct speech or a quote, and double quotation marks for direct speech or a quote within that.

E.g.

- ✓ Afterwards, we'll move on to Ostuni, the 'White City'.

9. Highlighting/emphasising text

Bold

Use bold sparingly to emphasise the part of the text you want to stand out. This could be a deadline date or another key piece of information.

E.g.

- ✓ Hurry, because this offer ends **27 November**.

Italics

Use italics to flag a part of your text that's different from the text surrounding it. Titles of books, plays, films, albums, etc. should be in italics. If you're referring to a song, use single quotation marks. (See also **Quotation marks** under **Punctuation**.)

E.g.

- ✓ Doune Castle was used to depict Castle Leoch in *Outlander*.

Use italics for foreign words and phrases within your text, including Latin names.

E.g.

- ✓ Enjoy a freshly brewed coffee with a delicious slice of *Sachertorte*.

10. Word usage and spelling

a. Common confusions in word usage

Confused words	How they differ	Example
among vs between	• 'Among' is used for undifferentiated items. • 'Between' is used with individual, named items	• Can't decide among all of our Europe tours? • Can't decide between pizza and pasta?
less vs fewer	• 'Less' is used with nouns that are not countable objects: if you could use 'much' to describe having a lot of the noun, you should use 'less'. • 'Fewer' is used with countable objects: if you could use 'many' to describe having a lot of the noun, you should use 'fewer'.	• If you can't eat that much paella, ask the chef to give you less. • Our Tour Leader will tell you about the locals' favourite haunts, where you'll find fewer tourists.
effect vs affect (verb)	• 'Effect' is a noun • 'Affect' is a verb	Too many sangrias may have a bad effect on your health. Too much Swiss cheese could affect your sleep.

2. Spelling

General guidelines

Use suffix **-ise/-yse/-isation** not **-ize/-yze/-ization**. We prefer '-ise' as it is more common in British usage and requires fewer exceptions.

E.g.

- ✓ Our Tour Leaders' organisation skills are second to none.
- x We've organized a meal at The Seafood Restaurant.

Retain **-e** where required for pronunciation: ageing/acknowledgement.

Contractions: use of 'hasn't' rather than 'has not' etc is fine in the majority of cases, especially in itinerary copy and on social media.

Foreign spellings

Just use 'e' spellings, not ae or æ, where in common British usage.

E.g.

- ✓ encyclopedia
- ✓ medieval

Use accents and different letters in foreign words (ø, ç, capitalisation for German nouns etc) only when:

- a word is still considered foreign and has not (yet) been absorbed into English;
- they are required to differentiate from another word (in English or the source language); or
- they are required as part of the name of a person, place, book etc.

3. American English

Words usually spelt differently in American English

Use the US spelling when you are writing specifically for Blue-Roads.

British	American	Examples
-our	-or	colour/color
-ise	-ize	organize/organize
-yse	-yze	analyse/analyze
-re	-er	centre/center
-ling	-ling	travelling/traveling
-lled	-led	travelled/traveled
-ller	-ler	traveller/traveler

The following words are spelt differently in British English depending on whether they are nouns or verbs, whereas American English uses only the British verb form or the spelling for both senses.

UK noun	UK verb	US noun	US verb
defence	defend	defense	defend
license	license	license	license
offence	offend	offense	offend
practice	practise	practice	practice
pretence	pretend	pretense	pretend

4. Tricky words

- accommodation
- adrenaline
- benefited
- biased
- comprise (not comprise of)
- co-operation (hyphenated)
- dependant (noun)/dependent (adjective)
- email (lowercase and no hyphen)
- enquire/enquiry (preferred to inquire/inquiry)
- focused
- fundraising
- instalment
- internet (lower case)
- liaison/liaison
- manoeuvre
- no-one (hyphenated)
- paralleled
- principal (noun or adjective: chief, main, head)
- principle (noun only: ethical standpoint)
- program (computer applications only)
- programme (schedule of events)
- riveting
- stationary (not moving)
- stationery (paper, pens etc.)
- till (not 'til)
- website/webpage (no hyphen and lower case)

5. Dictionary

For questions of spelling, use the online [Merriam-Webster Dictionary](#). Use the first spelling listed.

6. References

[Based on the University of Oxford Style Guide](#)

