

Style Guide for www.thequizmatch.com
ZOO Digital Group

This style guide for QuizMatch (and any future quiz engines) is in four sections, parts one to four. Each section contains information regarding the style and construction of questions specifically on QuizMatch.

This document is to be used in conjunction with the separate document relating to general rules applicable to all ZOO sites ('General Style Sheets'). You are advised to read and understand each section of this document as it contains important information.

Once you have read this document there are no excuses for mistakes.

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Part 1 – Introduction

This section contains general rules that should be considered when writing any question(s) (or articles) for any quiz site.

1.1 Plagiarism

Copying without accreditation will not be tolerated.

All borrowed text should be either credited either by saying, “speaking in The Sun” or “on the club’s official website”, or by reference to the website address/publication at the end of the article. Within a question this can be amended (by reasons of space) to the former example.

1.2 Bob

Everyone should know how to work the relevant parts of the content management system, or ‘Bob’. Articles/Questions should NEVER been written straight into Bob, as mistakes will occur. The render system for quizzes within Bob is such that any question saved within Bob will instantly be put up on site.

Changing a question within Bob is fine (if a mistake or typographical error has slipped through, for example) as long as great care is taken in the entry of any information.

1.3 Saving Work

All questions should be written in Word and ALWAYS saved as a ‘text only’ file to eliminate any problems between characters not recognised on non-PC machines (iMacs, for example, interpret “” as ë ï).

1.4 Handing In Work

Bear in mind deadlines for questions and remember that it is part of the job of a production editor to hand back sub-standard/unfinished work. In cases such as this, the deadline will ALWAYS still apply.

1.4 Words

It is not necessary to complete a production sheet for quizzes at the present time. However, keep ALL word files in case a problem with any questions or work.

Part 2 - Attitude

While the attitude of quiz engines is dictated by the look of the questions, the chat and the look of the site, the laddish attitude of such things as QuizMatch is derived from the chat and the questions, but to a lesser degree. No swearing is allowed in the questions and filters are in place for certain words used by players (See 3.14).

The usage of some words is relaxed (compared to other sites), as we want football fans to be themselves while playing QuizMatch. We don’t want racist or sexist behaviour though.

This can and will change depending on the quiz site involved and the user/provider. Hence a quiz site aimed at UEFA.com would be very different tone to a site for football fans from unofficial club sites, say.

Part 3 – QuizMatch House Style

This document details general rules of style that are to be adhered to by quiz sites across ZOO Media.

3.1 Site Names

QuizMatch – capital Q and M with no space between the two words. If the address is written, write it as www.thequizmatch.com not www.theQuizMatch.com (both work but the second looks unsightly).

Note: All sites are entities/bodies like the FA and are therefore singular.

Examples: “QuizMatch **is** the best site on the web. Is that true?” and “Is the FA making a pig’s ear of this?”

3.2 Numbers

This is different to the ZOO style guide in that the recognised style is to express the numbers one to nine as words and then from 10 upwards as numerals. However, for quizzes a double approach can be taken.

1. As certain numbers (11 or 71, for example) are harder to click on when going for a correct answer in a quiz then the policy agreed is to express answers that are purely numbers between one and ninety-nine as words, 100+ as numbers. This gives the player a ‘larger target’ in trying to click on the answer.

2. However, if there is any other text in the answer then revert to the ZOO style guide.

For example, using style 1:

How many times was the late, great David Rocastle capped for England?

- A. Twelve
- B. Twenty-two
- C. Thirty-two
- D. Forty-two

For example, using style 2:

What is the correct name of the famous Finnish football club?

- A. My-Pa 47
- B. My-Ma 57
- C. My-Bro 67
- D. My-Sis 77

Use common sense and judgement in applying these and if in any doubt, refer to the production editor.

Following on from the ZOO house style, first – ninth etc are expressed as words, 10th onwards as numbers. Finally, percentages are expressed as numbers – 13 percent, 25 percent etc.

3.3 Values

Millions are expressed as follows - £4.5 million (do not use £4.5m unless short of space)

Thousands are expressed as follows - £300,000

3.4 Inverted Commas

Quotes are always in double speech marks with commas inside the speech marks.

Example: Which deranged manager once said, "I'd love it"?

(For questions the question mark will always be OUTSIDE the quotation marks as the quotes would always be part of a broader question.)

Titles are always in single quote marks with commas outside the speech marks.

Example: 'Ossie's Song' was a hit single dedicated to which Spurs' player?

3.5 Exclamation Marks

In questions these should never be needed, except for quotes with the exclamation used to signify shouting.

Example: Which deranged manager once shouted, "I'd love it!"?

3.6 Question Marks

Question marks are used in virtually every question written, except those beginning "Name...". The majority of these are used with picture questions. Please remember the full stop at the end of such questions.

Right example: "Which player is this?" and "Name this player."

3.7 Date and Time

No 'th', 'rd' or 'st' to be used with the date.

Always use the full year (say 1951, not 51 or fifty-one) - example: What famous event occurred on 2 July 2000? (It is never 'the year 2000'; please use 2000)

Centuries are written in lower case, hence the 20th century.

Times to be written as a digit followed by the time of day. Examples: 4pm or 2am

Football seasons are written as yyyy/yy

Example: 2000/01, 1985/86. Only 1999/2000 and 1899/1900 are different.

Finally seasons of the year are written in lower case, hence summer, spring etc.

3.8 Scores

Use a hyphen for these, for example: 3-1

3.9 Bold, Underlined, Italicised and/or Indented Text

There is no need for any. Saving any work as 'text only' files will eliminate this.

3.10 Quoting sources

All borrowed text should be credited where the original publication is known. If the original source is not known then present the quote as a 'famous' one (See 1.1)

Example: Who famously said, "Football is not a matter of life or death. It's much more important than that"?

3.11 Proper Nouns

Football Teams

Full team names should always be used in obvious cases wherever confusion may arise (for example, Manchester City/United, Sheffield United/Wednesday).

Try to use the full names at all times but dropping the United/City/Alexandra etc. is permissible as long as there is no conflict.

Nottingham Forest can be abbreviated to Nottm Forest but only for reasons of space. It is never Notts Forest. Notts County is always Notts County, nothing else.

Finally with team names, Celtic and Rangers are well-known enough not to have their city prefixing their name (in Britain anyway).

With books, films, TV programmes etc. capitalise all words except for: a, and, for, from, in, of, the, to.

Examples: Match of the Day, Escape to Victory, FA Carling Premiership Guide and Book of Records

Nicknames

DO NOT use nicknames as part of a question when the team's proper name could be used just as correctly. It leads to confusion.

Wrong example: Who was the Bantams' leading scorer last season?

Right example: Which team is nicknamed the Bantams?

Multiple Names

When writing names such as Paolo di Canio or Giovanni van Bronckhorst the 'di' or 'van' isn't capitalised. When writing just the surname the 'di' or 'van' is capitalised

Example: What is the nationality of Paolo di Canio?

Example: Which halfwit said, "Van Bronckhorst is a great player"?

Stadium Names

Stadiums that are known simply as an area have a capitalised 'The' before them.

Examples: The Dell or The Valley (whereas Leicester City play at the City Ground)

We may be train-spotters but the general public isn't. Refer to grounds by their most widely known names unless it is a question referring to the more obscure titles.

Examples: Upton Park NOT the Boleyn Ground, San Siro NOT Stadio Giuseppe Meazza. However, an exception is that Celtic play at Celtic Park (they play in an area of Glasgow called Parkhead).

3.12 Areas

Political areas and boroughs are capitalised. Examples include South Yorkshire or Merseyside.

Geographical areas aren't capitalised, for example, north east or midlands – compass points aren't either. Notice that north east has no hyphen and this is the case in all such examples.

3.13 Pictures

These go into the relevant subfolder in Bob's Resource Management and before entry should be sized at 80x80 pixels in Photoshop or Image Ready.

Try to keep keywords relevant so the pictures aren't lost. Also remember that Bob will only bring up the first 50 pictures found no matter what keyword is inputted so if inputting more than fifty, divide them in two sections.

For example: 80 European players' pictures, 40 have the keyword 'Europlayers1' and 40 as 'Europlayers2'.

Remember to get as little overcrowding in the picture as possible. Keep them simple, as the size of the image isn't that big. For example, don't put in a picture of a player on the pitch. Simply use the image of his face.

Spot the Ball pictures are sized at 232x174 pixels (at the present time) and extra care should be taken in deleting the ball for these pictures, so they look seamless. These pictures are not inputted via Bob but given to the technical department.

3.14 Banned Words & Swearing

Although the quiz sites operate different systems and filters for swearing by the players questions should never contain any swearing unless a direct quote. If a quote containing swearing is used then please use stars. It is a cop out but children could be reading and we don't want to cause offence.

For example: Which Lazio player infamously referred to Patrick Vieira as "a f***ing black monkey"?

3.15 Ages

There are two ways of writing ages. They are 80-year-olds or 80 years old.

3.16 Divisions

Use capitals when saying Division One/Two/Three etc. Don't use capitals when saying first/second/third division etc. except when referring to a foreign league.

Remember that Football League is capitalised whereas league and/or league title isn't. You can use sponsors in association with the Football League but not the Premiership.

Right example: Which Nationwide League player...

Wrong example: Which Carling Premiership player...

As a rule try to avoid using sponsorship wherever possible

Finally, remember that the Premiership is the competition; the Premier League is the governing body (the FA). Scotland's premier competition and governing body are both one and the same (the Scottish Premier League or SPL).

3.17 Accents/Foreign Spellings

As we use a vast pool of questions concerning European (and worldwide) clubs we encounter a lot of accents in names of places and players. QuizMatch operates a policy of spelling the English version of the word where available (1) and then if this isn't applicable using the foreign version WITHOUT any accents (2).

Examples (1): Bayern Munich NOT Bayern Munchen, Red Star Belgrade NOT Crvena Zvezda, Gothenburg NOT Goteborg or Gotenborg.

Part 4 - Spelling

Numbers

24 hours a day

90 minutes

A

abysmal

Adidas

Alen Boksic

all-seater

among (not amongst)

Argentine (as in "Which Argentine player...") otherwise use...

Argentinean (as in "Which Argentinean played...")

Atletico Madrid (not Athletic)

Auld Enemy

B

Bank Holiday

Bernabeu

Besiktas

Bilbao (notice that it is Athletic Bilbao, not Atletico. The British formed the club)

black country

Borussia Dortmund

Borussia Monchengladbach

Boxing Day

C

call-up

Cagliari (Serie B side in Italy & city hosting England's games in the 1990 World Cup)

chairman

Champions League

chief executive

Christian name

Christmas Day

Claudio Ranieri

cockney (although the dialect is Cockney)

D

Dietmar Hamann

directors

Dynamo/Dinamo. Dynamo for Ukrainian teams (Dynamo Kiev), Dinamo elsewhere

E

east London

East Midlands

EC

eleven written as XI (first XI)

email

Eirik Bakke

EU

European Cup

European Cup-Winners' Cup

F

FA

FA Cup (or the Cup – the competition is revered so it is capitalised)

FA Cup final

Fenerbahce

first XI (unless that's the team's name, then its First XI)

first team

fluky (not flukey)

Football League

footy

Frank Leboeuf

Franz Beckenbauer

free kick

full time

G

Galatasaray

Geordie (yes, capitalised, even though cockney and scouser aren't)

Gerard Houllier

Gilles de Bilde

Giovanni van Bronckhorst

goalmouth

goalpost

goody bag (NOT goodie)

groundswell

H

half-time

halfway line

Hamilton Academical (not Academicals)

hat-trick

Home Nations

I

Internet (for now – it will probably change to internet soon)

Intertoto Cup

J

Jim Jefferies

Jimmy Floyd Hasselbaink

Joe-Max Moore

K

keeper

kick-off

King's Road

L

league (unless used as a description – example: Premier League)

League Cup

Llorenç Serra Ferrer

Lomana Trossard Lua-Lua

M

man of the match (capitalised if it is official, example: Carling Man of the Match)

Marc-Vivien Foe

Marseille

Merseyside

mexican wave

Middlesbrough

Mikael Silvestre

midlands (or The Midlands)

millions: £4.5 million

months: 4 months' time

Moustapha Hadji

N

New Year's Day

Nike

nonetheless

no-one

north east

north London

O

offside

Okay

Old Big 'Ead

Old Firm

Ole Gunnar Solskjaer

ONdigital

overshadowed

own goal

Olympiakos

P

Panathinaikos

Paolo di Canio

Paris Saint Germain, Paris St-Germain or PSG

Patrick Vieira

Paulo Wanchope

play-off

pundit

Q

quarter-final

R

Radio 5 Live

Real Sociedad

Real Oviedo

Rudi Voller

S

Sami Hyypia
Scarborough
scoresheet
scouser (although the dialect is Scouse)
Second Group Stage
Second Phase
semi-final
semis
set-piece
set-up
Sky (the satellite channels)
South Yorkshire
south London
spot kick
stadiums (not stadia)
Steaua Bucharest
Stenhousemuir
Steven Gerrard
Sturm Graz
Sven Goran Eriksson
Sylvain Wiltord

T

Tbilisi
team-mate(s)
Teesside
throw-in
toe (to toe the line)
Tony Adams is the player's full name, not Anthony Adams
Trabzonspor
T-shirt

U

UEFA
UEFA Cup
UEFA Cup final
under-21 – when written on its own
Under-21 – when written with its description (England Under-21)
United States (not US or USA except in describing USA '94)
U-turn

V

v for versus, not vs
Villans (Aston Villa nickname)

W

west country
west London
West Midlands
West Yorkshire
while (not whilst)
World Cup
Worthington Cup final

XYZ

Yorkshire (West, North, South but east)
Youssef Chippo
ZOObet
ZOOfootball