

## Case Study and Teaching Note Template Guidelines

1. **Case studies** with accompanying **teaching notes** are published at LBS Case Collection, HBP and Case Centre.
2. There are **two templates**; a standard and a partner version. The partner version is to be used when the case is **co-branded**. The partner logo is to be added to the document. Where there is **no partner**, please use the standard template.
3. When creating a case study and teaching note, please **enter text into the template** and not an existing document, as formatting may change.
4. The body text format should be font: **arial**, font size: **11**, line spacing: **single** and alignment: **justified**.  
There is a custom set of **paragraph** and **character styles** to use for all text. The styles to use are **labelled 'LBS'**. Please use these, rather than the default Microsoft Word styles.  
**Format styles to use:**
  - LBS Heading 1 (16 pt, bold, centred)
  - LBS Heading 2 (12 pt, bold)
  - LBS Heading 3 (11 pt, bold, italics)
  - LBS Body text (11 pt, arial)
  - LBS Quote (11 pt, italics, indented left and right 0.8cm)(To view all the available styles, select the **Styles Pane**. To apply a style, select the text to be styled, then click on desired style.)  
  
Please refer to the accompanying case study example if you are unclear on any of the formatting and style guidelines.
5. **If a quotation is three lines or fewer**, the quotation should remain in the body of the text, enclosed by quotation marks and not italicised. Where the source of the quote is not given by the context, indicate that you are citing a source by placing a superscript number (endnote) at the end of the quote.
6. **If a quotation is four lines or longer**, set the quotation off as a block quotation, without quotation marks and italicised. The block quotation should be single spaced and indented left and right 0.8cm. Where the source of the quote is not given by the context, indicate that you are citing a source by placing a superscript number (endnote) at the end of the quote.
7. **Name(s) of author(s)** should be added at the top left and **author(s) information** should be added to the first page footer.

8. Please add clarification notes and references as **endnotes**, so they appear at the end of the document. Do not use page footnotes.
9. **Images (pictures, graphs, diagrams, etc)** may be integrated within the main text or added as exhibits at the end of the case (or both), according to author preference.
10. For all images and exhibits not created by the author, **copyright permission** is required.
11. The recommended **length** of a **case study** is no more than **12** pages of **text**. Shorter cases are encouraged – some of the best cases are only one or two pages in length.
12. The inclusion of a short **abstract** on the first page of the case study is optional. Some faculty like to provide an abstract - an overview of what the case is about – at the beginning. Some faculty prefer to lead off with the specific issue facing a company or executive. Both options are acceptable.
13. The **case study and teaching note reference numbers** will be entered by **Brigitte Gomes**, Operations Manager, Learning Innovation ([cases@london.edu](mailto:cases@london.edu)).
14. For any case related enquires and advice on copy editing or formatting case studies and teaching notes, please contact **Suseela Yesudian** ([sstorfjell@london.edu](mailto:sstorfjell@london.edu)).

**Please submit the following with your case and teaching note:**

1. A short overview of the case.
2. Learning objectives.
3. Search terms/subjects, e.g. Brand strategy, organisational turnaround, Corporate restructuring, etc.
4. *Case Release Form* signed by company (if applicable).
5. *Work for Hire Agreement* clarifying which authors are eligible for royalties (if applicable).