

Company
Voice and tone guidelines
Editorial strategy

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1 Introduction

The voice and tone guidelines and editorial strategy document is meant to be part of the content team's overall toolkit. It's intended to help writers write useful and usable content for the *Company* website. It explains the role of text on the website, suggests standards for nomenclature and diction, and provides strategies to help ensure the consistent execution of text.

Specifically you'll find:

- Voice guidelines – discusses the tone, and associated guidelines for content development
- Key inputs – shows the background information that helped shape the voice and tone
- Content examples – sample text that shows how to put the voice and tone recommendations into practice
- Content best practices – discusses important practices for creating and maintaining website content
- Quick checklists and style sheet – includes editorial checklist and style sheet to ensure consistently good content

2 What's voice and tone?

Voice and tone are separate, but related concepts.

The voice tells the user who is speaking. It's created through the right sentence construction and word choice.

The tone is the "feeling" you come away with after reading a piece of writing. That "feeling" is based on how the writing sounds. The tone is a complement of the voice, in that it projects its attitude.

Together, the voice and tone are the editorial representation of a brand and they work to convey its personality and its attitude towards its users.

Once you have an established brand, you can establish your voice and tone. In the case of *Company*, it's not only the brand that must be reflected through the voice and tone, but the new web strategy.

3 The *Company* brand

Think of it as an animate thing with a personality.

The following is what the *Company* personality should convey in all aspects of business:

- Innovation
- Youthfulness
- Energy
- Freshness

- Approachability

The following is what the *Company* personality should promote in all aspects of business:

- Superior coverage and the relentless drive to deliver a better wireless experience
- *Company* as a technology leader

4 The *Company* web strategy

In three words, it's "user, user, user," but the following inputs are the specifics which provide guiding principles for the voice and tone.

The vision and objectives

- Focus on the user and deliver what, when, and how they want.
- Make a concerted effort to push user growth and loyalty.
- Promote new services and products.
- Make a positive difference to the bottom line.
- Integrate with offline marketing (which focuses largely on price, convenience, features, and productivity) to make its message reflect the priority of user focus.

Calls to action

- Encourage the user to do more by providing relevant, but possibly tangential content.
- Educate the user about the potentially unknown wireless possibilities (in the form of *Company* products and services) and show the relevance these could have in their daily lives.
- Create a relationship with the user by being responsive to their needs through the convenience of technology and the reliability of customer service.
- Promote a cycle of sales by understanding the user's lifestyle.
- Stay true to the brand image of high performance, relentlessness, energy, and vitality through a consistent tonal style reflected in powerful combination of appropriate visual design, textual voice, information architecture, and content offerings.

Company Segmentation Approach

- Market to segments on user's terms, not the *Company*'s.
- Focus on what the user can do rather than products.
- Increase awareness of products and services through promotional material that focuses on simplicity and choice.

5 The *Company* voice and tone

It's an attitude made up of the brand promise and the web strategy and articulated in the following statement:

As a user-centered *Company*, which leads the wireless industry, the *Company* must create a voice that represents its knowledge of and responsiveness to user needs, and its stature at the forefront of wireless services. Its tone should thus project **confidence** borne out of leadership, **empathy** based on its awareness of

user needs, the **practicality** that drives user goals, the **trustworthiness** to build relationships, **energy, vitality, and youthfulness** in keeping with its brand promise, the **relentlessness** that symbolizes its commitment, and **approachability**, which is essential to stimulate a dialog across all user segments.

6 The *Company* brand attributes

One way to understand the voice and tone statement is to understand its attributes. Striking the right balance is particularly important and how to achieve that is explained below in the context of a 3-pronged scale:

Not *Company* ('Infra') – these attributes characterize the teething stage and belong to companies without the *Company*'s experience, infrastructure, commitment, or vision. Companies here aspire to be like *the Company*, but still have some growing up to do.

Company – these attributes characterize the position the *Company* straddles. *Company* has arrived here on the basis of its successful track record, the resources it has cultivated, the employees it has attracted and fostered, and the clearly articulated direction it has set to achieve future goals.

Not *Company* ('Supra') – these attributes characterize companies without the *Company*'s stature, who, however, want to claim the *Company*'s strengths. For these companies, the message is more important than the substance it suggests.

Not *Company* ('Infra')	*Company*	Not *Company* ('Supra')
Unsure, uncertain	Confident	Presumptuous/overweening
Apathetic	Empathic	Intrusive
Vague	Practical	Esoteric
Unreliable	Trustworthy	Guardian/custodian
Lackluster	Energetic/vital/youthful	Hyperactive
Half-hearted	Relentless	Overzealous/obstinate
Confined	Approachable	Inaccessible

7 Applying the *Company* voice and tone

The following explains how to express each brand attribute in your content.

Make content confident – quiet confidence is the key

In keeping with the *Company*'s stature as an industry leader, the content should not veer anywhere near hyperbole. Content that seems to have been screamed from rooftops carries less weight than content that appears to have come from an assured and dignified source.

When you write:

- Offer the straight story, so your users can make their own judgments. What you describe doesn't need to be the 'best in the world' or 'superb' if this is not the case.
- State things as they are and allow facts rather than adjectives do the talking. Remember that a lot of statistics and other facts are in the *Company*'s favor; use them to your advantage whenever possible. For instance, **do not write:** *'*Company* is the finest wireless provider in North America with an*

*extraordinary range of offerings that leave other providers gasping in admiration'. But **do write:** '*Company* has 30 million subscribers, more than any other wireless provider, and XYZ recently rated its network as the best in North America'.*

- Make your point, but don't rub it in. Trust your users to get the message quickly.

Make content empathic – make the user the focus of information

Remember the key takeaway from the segmentation strategy – information must be presented on the user's terms, and not *Company*'s. The website must therefore present what the user wants to know, and not what *Company* wants to tell them.

When you write:

- Don't write about products and services that are irrelevant to user's lifestyles.
- Represent the user in your content, evaluate feedback and make changes when necessary, anticipate and answer questions you imagine people might have, given the situation.
- Write in a conversational tone, addressing the user as 'you' and the *Company* as 'we' where appropriate – this helps the user get involved in the content.
- Answer the question 'why should anybody come to this page and where do I want them to go from here' when creating any content; each piece of information should serve some element of the behavioral lifecycle.
- Always try to maximize value for the user; do not blatantly push *Company*'s drivers. Write, for instance, about the relevance of data services to different types of users and the best way to obtain them – don't present deals indiscriminately.

Make content practical – information is useful when it's usable

Usable information is the key to the success of the content on the website. This is not a website for rhetoric or fancy prose or academic discussions; it's a website for information that users can put to immediate use.

When you're writing, ask yourself these questions:

- Does the user need this information? Excise anything that is merely decorative; also stagger the information so it's appropriate to the moment in the interaction cycle. Too much information too early (and vice versa) can be counter-productive.
- How can the user put this information to practical use? The user is on the website to accomplish goals; almost each piece of information should lead to a subsequent action.
- Does this information cover all that the user needs to know? Do not fall into the trap of goading a user into action without answering every relevant question.
- Is the information focused, or does it cover immaterial ground?

Make content trustworthy – trust is the foundation of relationships

All redesign concepts are built around creating relationships with users that can result in mutually profitable use. *Company* is a productive tool for the user and the sustained interaction provides the *Company* with opportunities to educate users

about the value of its offerings. The content on the website must be geared towards long-term relationships rather than one-time or one-off interactions.

When you write:

- Never allow bias, inaccuracy, or hyperbole to creep into your content. It takes only one mistake to lose a user, so always cross-check your information and don't ever varnish or stretch the truth.
- Build predictability and expectations into all content. The user should be aware of things such as feedback response time, update frequency, positioning of content, and the quality/quantity of information available. This awareness makes a user feel respected.

Make content energetic/vital/youthful – share your energy

The promise of energy, vitality, and youthfulness is essential to the *Company* brand and this will not change even if the products and services do. The expression of these attributes is also critical to engaging the user on the website.

When you write:

- Update content regularly; create a sense of action and movement on the website. Stale content is not only not useful, it reflects a static business rather than a growing one.
- Motivate action, encourage the user to act on the information rather than merely absorb it passively. Remember, the website content should be all about helping users achieve their goals.
- Create a sense of empowerment for the user; the content should lead users to act, not instruct them to.
- Use short sentences and the active voice. These strategies add crispness and vigor to content and help it move along. For instance, **do not write:** 'You will be asked to provide name and address information, which will be used by *Company* to ship the phone to you'. **But do write:** 'Please provide your name and address, when prompted. *Company* will ship the phone to the address you provide'.

Make content relentless – commitment is paramount

Commitment to providing a great wireless experience is one of the cornerstones of the *Company* strategy and the relentless pursuit of quality is a significant example of this focus. The content on the website should reinforce the point that the *Company* will go any distance to serve its user needs ever better.

When you write:

- Provide a time-frame (aggressive yet realistic) for all the *Company* actions (email response, bug resolution response, user support coordination, and others) on the website and stick to it.
- Emphasize the steps *Company* takes to provide a high level of wireless experience to its users. Instead of merely addressing the quality of coverage, for instance, cover the concrete steps *Company* consistently takes to maintain and expand this coverage.
- Stay in touch with the user (unless explicitly asked not to). Consistent messaging using channels like newsletters and email reminders can be useful to emphasize the commitment to outreach. It is important, however, that this messaging is not purely marketing driven.

Make content approachable – be there for the user

Company already has an extremely large constituency, but a key driver is to attract segments that have not until now been directly addressed. Many such users do not yet feel completely comfortable with *Company* and are unsure that it is either aware of or concerned about their needs. The content on the website must thus reach out to everybody, without losing its focus.

When you write:

- Write to all segments of your usership by opening up your imagination and taking a variety of situations and lifestyles into account.
- Build cues into all content to make it easier for users to find related information, especially if the related information is relevant to a niche audience.
- Don't dumb-down content; only scale down the level of complexity as required to address specific user needs. For instance, **do not write:** 'CDPD is IP-based, contention-based, inherently secure, and economical, making it ideal for both vertical market solutions and Web-based applications such as browsing and e-mail.' But **do write:** 'CPCD is a secure and inexpensive technology based on standard Internet protocols that is ideal for Web-based applications like browsing and email.' If you rewrote the sentence with additional information like 'secure (unauthorized users cannot access blocked applications), and inexpensive (this technology costs less to the user)' you'd be dumbing-down the content and insulting your users.
- Create simplicity out of complexity – making sense is more important than overwhelming the user with information. It would easy, for instance, to introduce complexity into the example above by going on to explain 'standard Internet protocols', and where CPCD falls in that spectrum, but you have to ask yourself how the user will, realistically, construe the information, given the context.

8 Examples of content (current and recommended practice)

The following illustrates how writers may use the voice and tone guidelines to make current content from across website better.

Please note: The recommended content is not meant for specific pages of the website, nor is it designed to be accurate from the business or technical perspective.

Product Description

Current practice	Analysis
<p>Phone Details – Audiovox CDM 9155-GPX</p> <ul style="list-style-type: none">• Express Network capable with• Mobile Office Kit• GPS (Global Positioning System) capable for FUTURE E911 emergency location• CDMA Data Capable• 4.1 Openwave Web Browser• Two Way Text Message Capable• TTY Compatible• Built-in Speakerphone (two-way)	<p>This bulleted list includes plenty of information, but a lay user may not be able to make much sense out of it. It includes a plethora of technical terms, features listed in no immediately discernible order, and no mention of the user segment the phone is right for, or any explanation of specific needs it fulfils. It also includes a very large</p>

<ul style="list-style-type: none"> • Voice Activated dialing • 7 line, high resolution LCD display • 99 alpha/297 numeric entries in Phonebook • 4 Ring Tones and 11 Melody Ringers with vibrating alert • Multilingual (English/Spanish/French/Portuguese) • User Changeable faceplates • OTA Capable • SMS/Web Browsing User Guides* • *Terms and Conditions for Mobile Messenger & Mobile Web <p>Included Accessories:</p> <ul style="list-style-type: none"> • One Standard Lithium-Ion Battery (750 mAh.) • One AC Rapid Charger • One User Guide • One Warranty Card 	<p>number of bullet points which aren't 'scannable', making it appear that the information is not focused.</p>
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Recommended practice	Analysis
<p>Audiovox CDM 9155-GPX at a glance Right for users who use their phone for (explain need, behavioral pattern)</p> <p>Key features – a comma separated or 'highlighted' listing, using non-technical terms (for example, color display, one button access to the mobile internet, voice dialing, predictive text display, etc.), and not more than 5 features at the most. You may also consider using a short bulleted list, taking care to ensure that each bullet is meaningful. Each bullet should be less than 5 or so words long.</p> <p>Weight and dimension – this is generally a key parameter for users buying phones Talktime (and standby time), if relevant Included accessories – a short comma separated listing Key technical details, if necessary – again a short comma separated listing.</p>	<p>The text should be short enough for the user to absorb it at a glance, and must be followed by actionable items like 'buy this phone', 'show more information', 'show add-on features', 'show voice and data options for the phone', 'troubleshooting', 'show product manual', and others.</p>

FAQ Text

Current practice	Analysis
<p>Where can I learn about *Company* products and services for people with disabilities?</p>	<p>People do not generally visit a FAQ page to seek navigational information, and it's obvious that the *Company* is trying to push a particular page and get a sale</p>

	with this question.
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Recommended practice	Analysis
<p>Does the *Company* offer products and services for people with disabilities? OR What services does the *Company* offer for people with disabilities?</p>	<p>The question addresses a direct user need, and is to-the-point.</p> <p>In general, these are the guidelines to follow when writing FAQs.</p> <ul style="list-style-type: none"> • Phrase questions in the user’s voice. • Make sure that the question serves user’s needs rather than *Company*’s. • Reinforce website content, don’t replace it. • Provide brief answers. Include all essential material, but feel free to point users to relevant parts of the website where they can find more complete information. It also helps *Company* to send users away from the FAQ pages, as editorial pages generally also include contextual information and related links that *Company* wants to draw the user’s attention to.

Instructional Content

Current practice #1	Analysis #1
<p>Frequently Asked Questions (FAQs) provide information on a wide range of topics. You can learn more about our cellular phones and batteries, roaming, or even how to perform simple troubleshooting with your wireless phone. Please check back soon as we plan to add new topics in the coming weeks.</p>	<p>The text does not work because it includes extraneous information (explanation of FAQs when it may be fairly safe to assume that most users are familiar with the concept), and does not instruct the user (the dropdown on the page is not referenced at all).</p>

Recommended practice #1	Analysis #1
<p>Here are answers to frequently asked questions. Select a topic from the dropdown list below to access the relevant FAQ.</p>	<p>It will also help to place the ‘choose a topic’ link on this page within the dropdown body to reinforce the message.</p>

Current practice #2	Analysis #2

<p>This fixed rate plan offers great value if you use wireless Internet for hours at a time. For just \$99.99 a month, you get unlimited access to the Express Network for your wireless data needs. Voice and other services available at \$0.69 per minute</p> <p>NEXT PAGE</p> <p>The following phones are available (while supplies last) with the plan you've selected. Click on "Phone Details" for additional information on each phone.</p>	<p>This content does not instruct the user about any actions. In the next page the instruction focuses on a tertiary option 'click on phone details for additional information' rather than selecting a phone, which is the main purpose of the page.</p>
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<p>Recommended practice #2</p> <p>Select one or more plans and click "continue order" (add marketing material as necessary).</p> <p>NEXT PAGE</p> <p>Click the select radio button next to the phone to select a phone.</p>	<p>Analysis #2</p> <p>The focus of the content is on the action, not the extraneous marketing or 'educational' material.</p>
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Error Messages

<p>Current practice</p> <p>ON CLICKING SUBMIT WITHOUT FILLING ANY INFORMATION – You must enter at least your first and last name, please try again. (ERR 3072)</p> <p>ON ENTERING THE NAME INFORMATION AND CLICKING SUBMIT– Please enter your wireless phone number in Mobile Phone Number field. (ERR 3011)</p>	<p>Analysis</p> <p>The messages fail to either state the nature of the problem (the error numbers are meaningless for the user), or suggest a complete resolution (the solution is incrementally revealed in this case).</p>
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<p>Recommended practice</p> <p>You did not enter information in the following mandatory fields (fields marked with an asterisk are mandatory) – <i>names of all unfilled fields.</i></p> <p>Please enter all mandatory information and click Submit.</p>	<p>Analysis</p> <p>The message clearly and completely explains the problem in few words, and suggests an unambiguous resolution.</p>
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Promotional Text

Current practice	Analysis
<p>At *Company* we're proud to bring you the most reliable wireless network in America. How do we know that our network is the best in the nation? The most convincing source of support comes from our network reliability studies... We're pleased to share the success of our studies. The network reliability test results have consistently shown that the number of ineffective attempts for the *Company* national network, and in major metropolitan centers and some remote areas, is lower than any other national carrier. The test results also indicate that calls that connect on the *Company* network are more likely to stay connected for the duration of the call.</p>	<p>This is an extract from a fairly long piece during which the *Company* repeatedly mentions that studies have shown it to be best network in the country. A skeptical user may find it hard to believe claims about a study which is never identified (who conducted the study, when, what their credentials are, what did they exactly measure, and how), and whose actual results are glossed over. It's full of hyperbole and disinformation.</p>

Recommended practice	Analysis
<p>At *Company* we're proud to bring you the most reliable wireless network in America. A recent study conducted by XYZ with the following credentials is the latest to reinforce the point. The study measured the following and its results showed the *Company* to be here. This compares thus with the following companies. The study measured this and was conducted over this much time and involved these people in these roles, and so on.</p>	<p>The information is factual, cross-referenced, and easily verifiable. There are no unsubstantiated claims, and the text consciously seeks to answer all questions users may have.</p>

Product Feature Detail

Current practice	Analysis
<p>An example is the content on the Express Network page which discusses wireless Internet access. The key purpose of this page is to explain the concept of wireless Internet quickly and push users to one of the associated calling plans.</p> <ul style="list-style-type: none"> • A marketing push for wireless Internet • The three calling plans • What wireless Internet actually enables you to do • A special toll-free number and an 	<p>While all the information on the page is useful, the information organization is less than ideal for the following reasons –</p> <ul style="list-style-type: none"> • There is a disconnect between the marketing material and the value of the wireless Internet features explained after the calling plans. • The 'neither here nor there' plan descriptions are too long and not even completely detailed. • The unrelated call to join the developer's community is difficult

invitation to join the developer's community	to find unless somebody reads the whole page, and a developer is unlikely to find the information relevant enough to continue reading to the bottom of the page.
Recommended practice	Analysis
<ul style="list-style-type: none"> • Start with instructional text asking the user to choose a plan – something along the lines of 'here are the express network calling plans. Select a plan to find out how you can take advantage of wireless Internet features like ABC'. • Add a link like 'more information about Internet wireless' which can be devoted to detailed information, including marketing material. • Introduce the plans with one line descriptions like this for Express Network Calling Plans – 'Internet access and coast to coast calling with no roaming charges, starting at \$35 (or call out user segments or specific needs, if the plan addresses them)'. • Provide a way for the user to read more about each plan type. One way to do it is to hyperlink the plan names; another way is the 'more' link. The team should establish a standard for this. • Add the link to the developer's community in a prominent place on top of the page. 	These changes make the content actionable and also ensure that the page has one primary focus.

9 Web writing principles

The voice and tone guidelines must be supplemented by the following principles of good web writing.

Write for the Medium

It's very easy to fall into the trap of 'repurposing' offline content for online use. Online content is, however, not linear or sequential, and, unlike offline content, users expect to interact with it.

When you write:

- Build multiple points of entry into content (meaningful headlines, comprehensive introduction, explanatory graphics/charts, key points, labels) so that users can capture important information at a glance. Basic information should come first, and then as much detail as necessary.
- Build 'scanability' into content by breaking it up into logical chunks that suggest the flow and perspective of the content.
- Recommend clear next steps that put the purpose of each piece of content into practical perspective.
- Make sure that the organization of content is web-friendly (short rather than long, factual rather than opinionated, simple rather than complex).
- Ask users to get involved by soliciting feedback.

Validate Content Regularly

While almost none of the content on the website will be time-specific, in the sense that content on a news-driven website is, and will continue to be valuable and useful to users long after its original publication date, it's important to set aside time each quarter to validate existing content. This should be a planned exercise and specific guidelines should be established to help ensure that all content is examined.

Be vigilant about:

- *Stale instructional content* – it's a good practice to periodically review instructional content even if website features do not change. Users' expectations from instructional content change as they grow more familiar with the website and as the website's message evolves. Instructional content must reflect these changes.
- *Inadequate/incorrect FAQ and contact information* – the FAQs must be periodically revised to ensure that they continue to be both accurate and comprehensive. User feedback is an important source for FAQ maintenance, as are updates from business owners about new features, plans, and products.
- *'Expired' or misleading content* – nothing frustrates a user more than to find out at the end of a lengthy interaction that a product is not available or that the deal he or she has been pursuing is not valid for a specific purchase. Make sure there are enough content cues to set user expectations at each step.

Remember the Basics

Here are a few rules for writing both online and offline content and apply to all business communication.

When you write:

- Be sensitive to sexism and politically charged issues.
- Be approachable, but not careless or casual. Do not use colloquial language or endearments.
- Go through regular proofreading checks for spelling and grammar (print out the document if necessary and do not blindly trust your computer's spell-checker).

Follow the Nomenclature Best practices

Nomenclature refers to the names you give to actions, page-headings, links, navigation, and other elements of the website.

When you write:

- Use familiar (or standard) and simple terms when creating nomenclature; users should not have to struggle to understand any 'unique' nomenclature (for example, do not replace the 'contact us' link with 'your postman' instead).
- Keep the nomenclature consistent; element names should not change at different points in the website ('shop' should thus not be called 'store' on some pages).
- Describe the action that will occur when the user interacts with an element (for example, use 'checkout' rather than 'submit').

- Try to ensure that the nomenclature matches page headings – the nomenclature of each element on a page should serve the entire purpose of the page.
- Build clarity, not ambiguity in the nomenclature.

Create Helpful Instructional Content

Instructional content differs from 'editorial content' both in terms of appearance (frequently part of the template rather than dynamic content) and value (part of the website furniture, aiding navigation/feature use rather than 'valuable content' by itself). Writing strategies for instructional content however approximate those of editorial content in several ways.

When you write:

- *Keep it short* – instructional content is not reading matter in itself. The quicker users can finish it, the better it serves the website's objectives.
- *Action is the key* – instructional content should encourage users to *act*, rather than *absorb*.
- *Convey complete information* – though it's brief, instructional text should include all information necessary for the user to act.
- *Convey useful information* – avoid any information that the user may not need within the specific context.
- *Resolve errors* – in case of error messages, the instructional text must always include resolution information rather than merely indicate the presence of an error.

Own the Content

One of the keys to create successful content for a large website like *COMPANY* which must constantly reflect the vision and priorities of a number of divisions, is to create a centralized content team which is responsible and accountable for all content.

A content team's responsibilities are:

- Create a style guide which serves a common reference point for all writers and editors responsible for writing content.
- Establish a workflow in which individuals are responsible for the quality of content, and for prioritizing and maintaining each piece of content during its lifecycle.
- Create a content plan which brings order into the publication schedule, helps plan resource allocation, identifies dependencies on other teams (graphic design, marketing, others), and manages the flow of content on and off the website.

10 Checklists

Here's a quick checklist of questions that writers should ask themselves before finalizing any piece of content. Please note that this is not a comprehensive checklist and that the *COMPANY* content team should make a conscious effort to continually evolve it.

Editorial Checklist

- Have you organized the content so that the most important information comes first?
- Have you broken content down into 'scannable' chunks?
- Have you included specific facts and figures rather than generalizations?
- Have you explained all technical terminology and jargon?
- Does the content address specific user needs?

Style Checklist

- Are your sentences short and crisp?
- Do you address the user directly, using personal pronouns (you, us, we), wherever possible?
- Have you removed all unnecessary adjectives?
- Have you used the active voice only?
- Does the content lead to actionable options?
- Have you used consistent spelling, capitalization, and tense?
- Have you spell-checked the document?
- Have you read the content out aloud to make sure its structure makes sense to users?

Instructional Content Checklist

- If an action requires multiple steps, have you informed the user about each of them?
- Have you referenced each task, and informed users about how to accomplish each of them?
- Have you provided user with adequate notice about critical actions, e.g., tasks that cannot be undone, options that may not be relevant?
- Have you included complete information?
- Are your instructions thoroughly specific?

11 The beginnings of a style guide

One of the extremely important and very simple things your content team can do to ensure consistency in word treatment, grammar, and other style situations is create and distribute a style guide. The following is just a beginning and should be developed and then separated out from this document, and put in a format that can be easily referenced.

Zip Code

- Zip Code above form field and starting a sentence
- zip code in the middle a sentence

Email

- Email above a form field and starting a sentence
- email in the middle a sentence

Numbers

12/02/03
(510) 887-5646
8am

Series comma

Do not use. For example: red, white and blue.

Contractions

Use them when the rhythm works. For example: You've, we're...

12 References

External References

Here's a list of external references that the *Company* content team may find useful:

The Chicago Manual of Style by John Grossman

Elements of Style by William Strunk Jr., Strunk, E.B. White, and Roger Agnell.

The Gregg Reference Manual by William Sabin

Wired Style by Constance Hale (Editor)