

TEN7 House Style and Branding Guide

Since we are all brand ambassadors for TEN7, we've written up a little style guide to help you when writing anything about TEN7 (or for TEN7).

- Voice and Tone
- Branding Guidelines
- TEN7 House Style
- Podcast Transcript Styles
- Capitalization in the CMS (ten7.com)

Voice and Tone

The TEN7 voice is informal and conversational, with gentle humor where possible.

This means using first person voice, active tense, contractions and simple words.

To get an idea of how the TEN7 voice sounds, read our blog posts and social media posts.

	Yes	No
First person (Use in most cases)	YES: We want you to feel comfortable telling us your issues.	NO (third person, too formal): TEN7 wants its customers to feel comfortable discussing their issues.
Active tense	YES: We develop applications to make your life easier.	NO (passive tense): Applications are developed by us to make your life easier.
Contractions	YES: We'll keep you informed about all developments.	NO (more formal): We will keep you informed about all developments.
Simple words + everything else	YES: We use a multi-step process to onboard support clients.	YUCK: A labyrinthine process is used by TEN7 for the acquisition of support clients.

We like to use gentle humor where possible.

Just Right	Too Much
Warning: This video contains lots of swears.	We'll make your misbehaving website our bitch!

Ivan's Voice

When ghost writing anything for Ivan, the preceding voice and tone rules apply, with the following additions.

- **Parentheses:** Ivan doesn't like to use parentheses for asides. Construct the sentence so it doesn't require parentheses.

Yes	Nope
The Minnesota Twins are the best baseball team in the world! I hope it stays that way!	The Minnesota Twins are the best baseball team in the world (and I hope it stays that way)!

- **Slashes:** Ivan doesn't care for the use of slashes in writing. Construct the sentence so it doesn't require slashes.

Yes	Nope
This is and was very enlightening.	This is/was very enlightening.

Branding Guidelines

Our Company Name

You can write our company's name in many different ways—but there are a few that are preferred over others.

It's correct to write:

- TEN7
- T7 (for short)
- But mentions of the website are in lowercase (ten7.com)

The rule of thumb is that "TEN7" should always be written in CAPS with NO space between the "TEN" and the number "7"—please don't use lower case, and don't add spaces. The "TEN7" wordmark is geared to resemble the logo as closely as possible.

Exception: Our company's legal name is **Ten 7 Interactive, LLC.**, but this will only be used on legal documents like signed contracts.

Ivan talks about our company's origin in episode 21 of our podcast "TEN7's Origins."

Referring to TEN7 Company and Products in General

- We refer to TEN7 as a "full-service digital firm."

TEN7 Products and Services

- TEN7Audit
- TEN7Improve
- TEN7Care
- TEN7Hosting
- Tractorbeam
- Starbase
- Flight Deck
- Healthcheck
- InterceptJS

Industry Terms or Companies

- Kubernetes
- Drupal
- Digital Ocean
- Manage Digital conference (there is a + in logo but we don't write it out)

Our Type

Our official font is Adrianna by Chank Diesel, a Minneapolis type designer. The font was selected by Aaron Draplin, who designed our logo.

Please download the font from TEN7's Google Drive and install it onto your computer.

NOTE: Adrianna must ALWAYS be used with all caps.

Our Logo Usage Rules

- Size: It should **never** be large. It should always be small.
- Placement: It should be in a corner, just out of the way. It should hug the top edge if possible. It should never wrap around the left edge.
- Don't rotate the logo
- Use the black and white logo version for B&W situations, don't just make the color one grayscale.

Our Templates

Please use the following templates for any TEN7 work, as they are pre-formatted with styles that closely match our branding.

Type	Location
Google Docs	TEN7 Google Docs template
Google Slides	TEN7 Google Slides template
Word	TEN7 Microsoft Word template
Contracts, Bids, Proposals, etc.	TEN7 Templates Folder

When you start a new document in Google Docs, please use the TEN7 template. Note: Adrianna is not a font available in GSuite so we use Montserrat.

TEN7 House Style

Serial Comma Rule

Don't use serial comma (comma before and/or in a list) in TEN7 writing unless the meaning is unclear without it.

Ok without serial comma	Needs a serial comma (a famous example)
Our company values are transparency, honesty and plain speak.	<p>This book is dedicated to my parents, Ayn Rand and God.</p> <p>(Unless the author's parents are actually God and Ayn Rand, it needs a serial comma:)</p> <p>"This book is dedicated to my parents, Ayn Rand, and God.</p>

Numbers

- Numbers 1-9 are spelled out.
- Numbers between 10-100 use numerals.
- Non-whole numbers 101 and above use numerals.
- For thousands, always use a comma (1,000, 10,000, 100,000, etc).

Money

- Sums of money UNDER one hundred dollars are spelled out.
- Sums of money OVER one hundred dollars are normally expressed by numerals or, for numbers of a million or more, by a mixture of numerals and spelled-out numbers, even for whole numbers.
- You don't need to use the word "dollar" (or other currency word) if you use the currency symbol.
- If another currency is mentioned, be sure to use that currency's symbol (e.g. R250 million)

Other Rules

- **Percentages:** Use the percent sign (e.g. 37%).
- **Colons:** You don't need to capitalize the word following a colon unless if there are two or more complete sentences following the colon.
- **Profanity:** Don't use profanity in TEN7 communications. Exception: podcast guests can swear, and we'll leave it in the podcast audio and transcript.

General Formatting

- Only one space after a period.
- Dashes of any kind should never have space on either side
- An Em dash (the long dash) should be created by (option + [shift] + [hyphen key]), not two short dashes
- A number range uses the En dash (middle length). The key shortcut is option + hyphen.
- Ellipses are written as three periods with no spaces in between, and one space afterwards

- I wonder... I just can't focus today!

Website URLs

- Always include `http://` but not `www`, e.g. "
`http://ten7.com.`"
- Websites URLs should link to the site if possible
- Format in Courier New font

Italics or Quotes?

Italicize titles of:

- Books
- Magazines
- Movies
- TV Shows
- Court cases
- Podcasts
- Websites or Blogs (if not a URL)
- Albums

Use quotes for:

- Story titles in magazines
- TV episodes
- Podcast episodes

Hyphenation

Many compound terms that are hyphenated when they are used as adjectives do not need to be hyphenated when they are used as nouns. <http://www.chicagomanualofstyle.org/dam/amos/tables/pdfs/table07-hyphens.pdf>

(this PDF is very helpful!)

Some examples:

He had a fight-or-flight reaction.

He was in a state of fight or flight.

Podcast Transcript Styles

Headings on this page (Summary, Guest, etc.) should be formatted as `<h2>` but typed in title case (NOT all caps). The CMS will transform to all caps.

Capitalization

The words "podcast," "camp" or "conference" don't need to be capitalized, unless they are part of a title.

NOTE: the title of our podcast is written this way (notice "The" is capitalized).

The TEN7 Podcast

Correct

Incorrect

Thanks for being on the podcast.	Thanks for being on the Podcast.
I really enjoyed the camp this year!	I really enjoyed the Camp this year!
I really enjoyed TCDrupal Camp this year!	Register for the Conference!
Register for the conference!	
Thanks for listening to The TEN7 Podcast.	Thanks for listening to the TEN7 podcast.

Sound Reference Formatting

- **Laughter:** format in brackets.

Correct
IVAN: I wish we had some Dot's pretzels in here right now! [laughing] Thank you so much for listening.

- **For noises other than laughter,** don't add the noise in brackets unless it's referenced in conversation.

Add Sound Reference	Sound Reference Not Needed
IVAN: [dog barking] That's Daphne telling us it's time to wrap up the podcast! Thank you so much for listening.	IVAN: [dog barking] Thank you so much for listening.

Internal Dialogue

Use italics for internal dialogue. Example: I thought to myself, *I don't know what's going on*.
 In cases of internal dialogue, be sure the first word of the dialogue is capitalized.

Correct	Incorrect
I thought to myself, <i>He doesn't know what's going on</i> .	I thought to myself, <i>he doesn't know what's going on</i> .
	I thought to myself, "he doesn't know what's going on."

Commonly Confused Terms

I've seen the following terms confused in podcast transcripts, keep an eye out for these:

- then vs. than
- principal vs. principle
- altogether vs. altogether
- a while vs. awhile
- it's vs. its
- lead vs. led
- formerly vs. formally
- crawl vs. kraal (LOL)

Capitalization in the CMS (ten7.com)

Heading text <h> in the CMS (ten7.com) should be entered in sentence case (only the first word needs to be capitalized). In the current design (2019), the CMS will transform the text into either ALL CAPS or Proper Case (i.e. all words are capitalized, including short words like "and" and "or"), depending on the heading. This rule applies to keep the site looking good in case we decide to change the formatting in the future. This applies to ALL source code on the site, not just <h> .

CAVEAT: On a blog/podcast page, in the BLOG TITLE field, you must manually type the title with Proper Case, as the CMS isn't transforming it currently.

Correct CMS Entry	Incorrect CMS Entry
My favorite color is blue	My Favorite Color is Blue
Transcript	TRANSCRIPT