



Worod

a style guide

the rules of language
according to your business

specific

literal

unique

simple



words or numbers?

2 or two

22 or twenty-two
or Twenty Two

0.5 or half
or $\frac{1}{2}$
or 50%



hyphens

with
adverbs?

fast-tracked
quick-witted

with
adjectives? hairbrush
heartache

with proper
nouns? Head Teacher
Neo Nazi



abbreviations

NHS or N.H.S.

Nato or NATO

ltd or ltd.



There's no such thing as a right
or wrong way to a Style Guide.

There just has to be a way.

Every word your business uses
- and every word it doesn't use -
will impact customer perception.

Be consistent. Be true.

Be human.



simon@1extraword.com
www.1extraword.com





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simon@1extraword.com