

# Our style guide

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**B A S E D   O N   U S   E N G L I S H**

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This guide establishes the standard style requirements in our communications. It ensures consistency in how we speak, so people have a uniform experience no matter where they find us. If you're unsure of how to write something, check for the rule [here](#).

Note that this guide is fluid; it's updated periodically.

If you have any questions or concerns, please send them to [claire@adaptiveco.io](mailto:claire@adaptiveco.io).



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# Bulleted and numbered lists

- Don't use full stops at the end. If a bullet or numbered point has more than one sentence, use a full stop after each sentence except for the last one

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# Headings

- Use title case

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# Punctuation

- Use the Oxford/serial comma
- Full stops after abbreviations
- Full stops between letters of abbreviations, except in those with two or more capital letters
  - E.g., USA.; a.m.; p.m.
- Comma after e.g., and i.e.,
- Double quotation marks, except when crouching quotes within a sentence already in double-quotations; in this instance, use single quotation marks
  - E.g., Our data analyst says, “the ‘data architecture’ isn’t correctly set up”
- After a colon, start the sentence or phrase with a lowercase letter
- Use an em dash to add emphasis to a sentence—like this. Use an en dash to separate related items, like times
  - E.g., 9 a.m. – 5 p.m.



# Numbers

- Spell numbers zero to nine. Use numerals for numbers 10 and above
- Use a comma for each thousand/10 thousand/100 thousand etc.
  - E.g., 2,000; 15,000; 100,000
- Spell out one million or greater
  - E.g., Two million; 12 million; seven billion
- When referring to monetary figures, always use numerals—don't use words
  - E.g., \$2 million

# Dates and times

- US spelling orders dates as follows: month/day/year. Dates should, therefore, be written in that order
  - E.g., August 7, 2024
- Write times on a 12-hour clock, as follows: 9:00 a.m.; 2:00 p.m.

# General

- Avoid word echo (i.e., the same word used more than once in close proximity)

The logo consists of a yellow rounded rectangle containing a black-bordered box. Inside this box, the text "adaptive" and "& co" are stacked vertically on the left. To the right of the text are two horizontal black lines, one aligned with "adaptive" and one with "& co".

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# Dictionary

## A

Ads | Google product

Analytics | Google product

analyze

## B

behavior

BigQuery | Google product

## C

centralize

color

customize

## D

data layer | JavaScript object that collects data on a website in a standardized way

defense

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# Dictionary

|                    |
|--------------------|
| <b>E</b>           |
| <b>F</b><br>favor  |
| <b>G</b><br>Google |
| <b>H</b>           |



# Dictionary

**I**

**J**

JavaScript | An object-oriented computer programming language

**K**

**L**

license

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# Dictionary

|                                               |
|-----------------------------------------------|
| <b>M</b>                                      |
| <b>N</b>                                      |
| <b>O</b><br>organize                          |
| <b>P</b><br>practice<br>prioritize<br>program |



# Dictionary

|                                                                |
|----------------------------------------------------------------|
| <b>Q</b>                                                       |
| <b>R</b>                                                       |
| <b>S</b><br>sessionize<br>skeptic<br>specialize<br>standardize |
| <b>T</b><br>Tag Manager   Google product<br>tag management     |



# Dictionary

|                                                                             |
|-----------------------------------------------------------------------------|
| <b>U</b><br>upskill<br>US   United States<br>USA   United States of America |
| <b>V</b><br>visualize                                                       |
| <b>W</b>                                                                    |
| <b>X</b>                                                                    |



# Dictionary

|   |
|---|
| y |
| z |

