



Brand and Communications Guide

Table of Contents

Introduction

TL;DR	4
Voice and Tone	4
Grammar and Mechanics	5
Web Elements	5

Talking About Clicklease

Our Name	7
Mission, Vision, and Values	8
Our Why	8
Our Mission Statement	8
Our Vision	8
What We Do	8
Elevator Pitch	8

Graphic Standards

Logos	11
Color Palette	16
Typography	18
Iconography	19
Illustration	23
Photography	24
Co-branding / Partnerships	27
Templates	

A brand is a key component of how we present our company to the world. For branding to be effective, it is important that we maintain a level of consistency in everything we create. This guide establishes the rules and best practices on behalf of Clicklease.

When everyone who writes for the company (be it an ebook or an email) adheres to the style guide, we create a consistent, professional experience for our prospects, customers, and partners.



Table of Contents

Writing Goals and Principles

3 Components of All Content	29
Drive with Data	30
Readability Basics	30

Voice and Tone

The Difference Between Voice and Tone	31
Voice	31
Tone	31
QUICK TIPS	31

Text Formatting

Bold, Italics, Capitalization, Underlining	33
Formatting Headers	34
How to Use Bullets	34

Grammar and Mechanics

Write Positively	36
Words to Use Carefully	36
Guidelines	37
Common Mistakes	49
Word List	51

In this guide, you'll find direction and insight on what makes us Clicklease—and how we choose to communicate it to the world.

It's also useful to understand how our purpose, values, strategy, and creative standards come together. When we create a consistent message, we increase trust with our teams, partners, and customers.

You're busy. And this is a long document. Make sure you check out the TL;DR (too long, didn't read) section immediately after this introduction and the "Talking about Clicklease" section.



BRAND | COMMUNICATIONS GUIDE

TL;DR

TL;DR

The Clicklease Style Guide goes into depth on many subjects. It may be more information than you need. Here are the most important things to know.

Voice and Tone

Clicklease's voice is:

- Human
- Friendly
- Straightforward

Our tone changes depending on the situation, but it's generally informal. We have a sense of humor, but we value clarity over entertainment.

Our priority is to educate our sellers and lessees about our products without patronizing or confusing them, so they can get their work done and get on with their lives. And we always remember that the people we're talking to are, in fact, people.



TL;DR

- Clicklease is one word, spelled with a big C and a little L (except in legal docs)

Grammar and Mechanics

- Some people will read every word you write. Others will just scan. Help everyone by grouping related ideas together and using descriptive headers and sub-headers.
- Focus your message, and create a hierarchy of information. Lead with the main point or the most important content.
- Use active voice and positive language.
- Use short words and sentences.
- Be consistent. Adhere to the copy patterns and style points outlined in this guide.
- Feel free to use contractions.
- Use the serial comma. Otherwise, use common sense.
- Don't use underline, and don't use any combination of italic, bold, caps, and underline.
- When in doubt, read your writing out loud.

Web Elements

- Organize your page around one topic.
- Use clear, descriptive terms that relate to the topic in titles and headings.
- Buttons should always contain actions. The language should be clear and concise. Capitalize every word, including articles.
- Use title case for headings and sentence case for subheadings.
- Include the most relevant keywords in your headings and subheadings.
- Provide a link whenever you're referring to a website, relevant content, and trusted external resources.
- Don't say things like "Click here!" or "Click for more information" or "Read this." Instead, link relevant keywords.
- Use lists to present steps, groups, or sets of info. Set up your list with a brief introduction.



BRAND | COMMUNICATIONS GUIDE

Talking About Clicklease

Talking About Clicklease

Beyond keeping employees, partners, and customers informed, our writing has the power to evoke emotion and build a sense of pride within Clicklease.

Our Name

Clicklease is one word, spelled with a big C and a little L.

ClickLease, LLC is our legal name, but should only be used in legal documents, like lease agreements.

In our logo, our name is stylized as clicklease, but it should only appear that way within the confines of the logo.



Mission and Vision

Our Why

Every business owner, idea, and dream matters.

Our Mission Statement

To fulfill the capital needs of underserved entrepreneurs and their Main Street businesses with simple, fast, and innovative equipment financing solutions.

Our Vision

Make small business dreams possible through the power of affordable payments.

What We Do

Give every business owner the opportunity to accelerate growth through payment plans that make purchases possible.

Elevator Pitch

Clicklease approves the start-ups, weekend warriors, and small businesses no one else will so sellers can increase speed-to-market and close more deals. Our custom, flexible payment plans make buying fast, easy, and affordable for customers, regardless of their credit or time in business. Customers choose the payment plan that fits their business.

Old-school financing is complicated and can take days to get approved and even longer to get funded. We offer instant, automated approvals and same-day funding. Our proprietary approval algorithm enables us to instantly approve customers others can't.



BRAND | COMMUNICATIONS GUIDE

Graphic Standards

GRAPHICS STANDARDS

Good design makes complex ideas simple and easy to understand. It helps team members identify with our culture and values.

Primary Logo

This wordmark is the primary brand mark for use in all Clicklease communications. It is the defining mark. Use it with care and remember that it represents the entire Clicklease community.

Use of Clicklease blue in the primary mark should be limited to the options shown on this page of the guidelines document.

To accommodate different design possibilities, choose the version that best suits the style of your communications piece.



Secondary Logo

This wordmark is the secondary stacked brand mark. The secondary stacked wordmark should only be used in sizing scenarios where the primary wordmark is too wide for effective legibility and brand recognition.

Use of Clicklease blue in the primary mark should be limited to the options shown on this page of the guidelines document.



Primary Sizing and Proximity

When sizing the primary wordmark within brand touchpoints, it is important to maintain an adequate clear space around the mark for maximum brand recognition.

Do not allow any content or composition edges to impede on the legibility of the Clicklease brand mark in any scenario.

Clear Space



Primary Mark + Tagline

The primary mark may be used with the Clicklease tagline, “Click now. Pay later.” in brand collateral where the tagline is desired for additional tone and storytelling around the brand ethos.



Click now. Pay later.

Click now. Pay later.



Misuse

Do not crop the logo



Do not change the transparency of the logo



Do not alter the color gray to black.



Do not use different colors



Do not use a drop shadow



Do not outline logotype



Do not change the size or position of logo



Do not distort logo



Color Palette

The palette is born from our core identity—using the recognizable Clicklease blue and gray as the foundation.

The use of blue reflects our values of trust, reliability, and responsibility. Our gray showcases our strength, and strong foundation. As core branding elements, these two colors make our materials cohesively Clicklease.

The use of colors outside the specific brand colors presented in this guidelines document is strictly prohibited.

<p>Primary Blue</p> <p>PMS Cyan</p> <p>CMYK 100 27 0 6</p> <p>RGB 0 174 94</p> <p>HTML 00AEEF</p>	<p>Primary Gray</p> <p>PMS 424</p> <p>CMYK 0 0 0 61</p> <p>RGB 99 99 99</p> <p>HTML 636363</p>

<p>Secondary Seafoam Light</p> <p>PMS 621</p> <p>CMYK 14 18 0</p> <p>RGB 217 235 233</p> <p>HTML D9EBE9</p>		<p>Secondary Seafoam Dark</p> <p>PMS 3302</p> <p>CMYK 91 47 67 43</p> <p>RGB 0 74 67</p> <p>HTML 004A43</p>	
<p>Secondary Yellow</p> <p>PMS 108</p> <p>CMYK 0 5 98 0</p> <p>RGB 254 219 0</p> <p>HTML FEDB00</p>	<p>Secondary Tangerine</p> <p>PMS 143</p> <p>CMYK 7 31 95 0</p> <p>RGB 236 178 46</p> <p>HTML ECB22E</p>	<p>Secondary Melon</p> <p>PMS 171</p> <p>CMYK 0 76 82 0</p> <p>RGB 255 98 57</p> <p>HTML FF6239</p>	<p>Secondary Harmony Blue</p> <p>PMS 2726</p> <p>CMYK 81 66 0 0</p> <p>RGB 52 94 222</p> <p>HTML 345EDE</p>

100%	100%	100%	100%
60%	60%	60%	60%
20%	20%	20%	20%

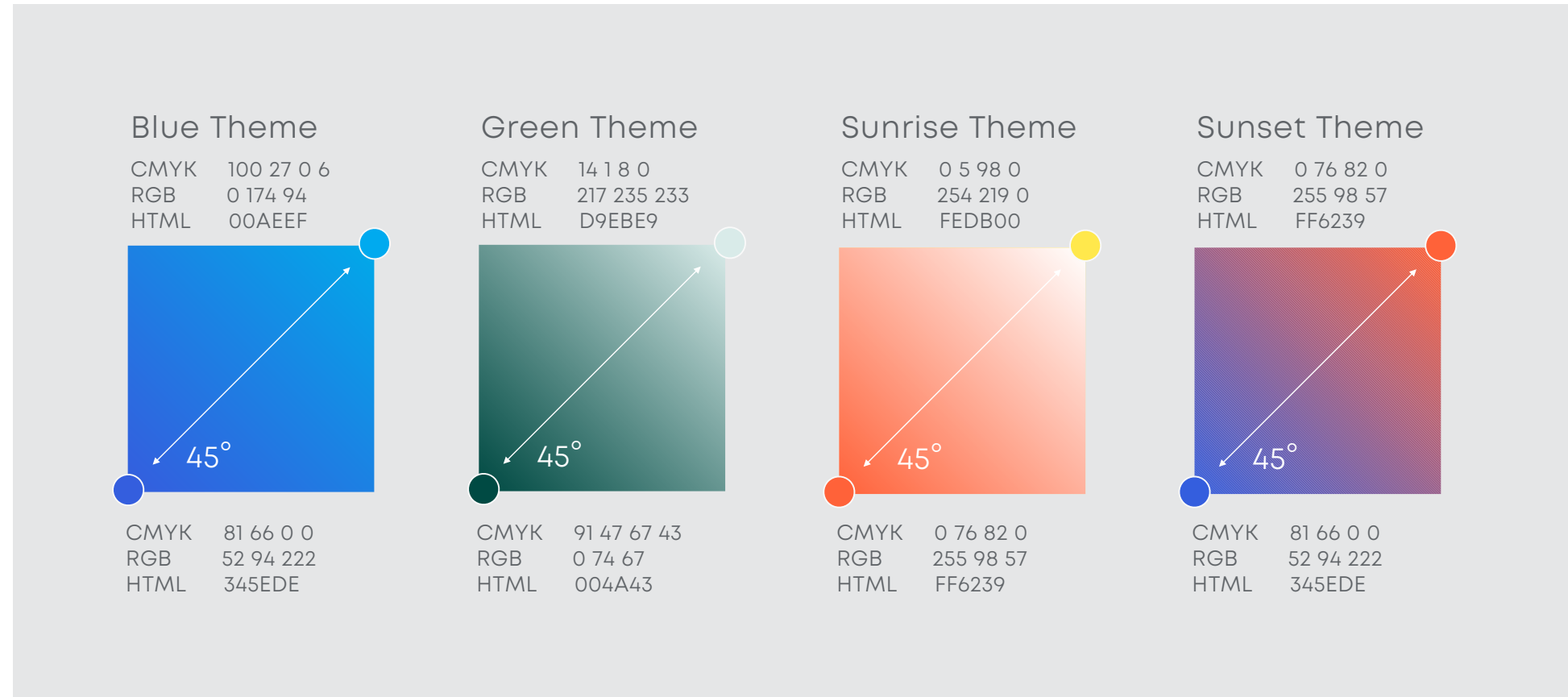
100%	100%	100%	100%
60%	60%	60%	60%
20%	20%	20%	20%

Gradients

A wider range of gradated color has been introduced to represent the range of industries we partner with.

Additionally, these gradients aid in creating lively and energetic communications.

The gradients seen here are grounded in two primary or secondary colors.



Typography

Mont must be used for all communication and collateral for the Clicklease brand. It serves as the primary font family for all properties and touchpoints. It was chosen for its modern aesthetic that reflects the growth and evolution of the Clicklease brand.

We are introducing a secondary typeface. It is called Sentinel. It is to be used sparingly, primarily in headers and never in body copy.

This is Mont—the Clicklease primary brand font.

PRIMARY TYPEFACE

Mont - Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Mont - Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Mont - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SECONDARY TYPEFACE

Sentinel - Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Sentinel - Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789**

Sentinel - Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789

ONLY FOR USE IN HEADERS



Iconography

Our icons are a functional, visual system to help organize messaging on sales sheets, websites, and environments where information is more approachable and understandable through visual cues.

They represent concepts, services, technologies, infrastructure, and resources. The icons are clear and literal—never obscure.

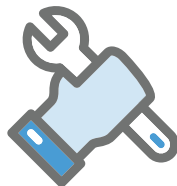
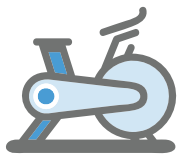
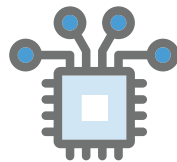
In-depth Explanation

The multicolored icons should be used by default. For scenarios where the multicolored iconography is prohibited, gray and white icons are also available for use. Examples include use over photography or wherever legibility at a small size is required.

For an in-depth overview of our iconography principles, please reference the Clicklease Corporate Iconography Library (coming soon).



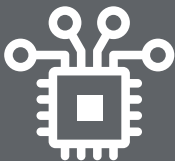
Iconography—Multicolor



Iconography—One Color



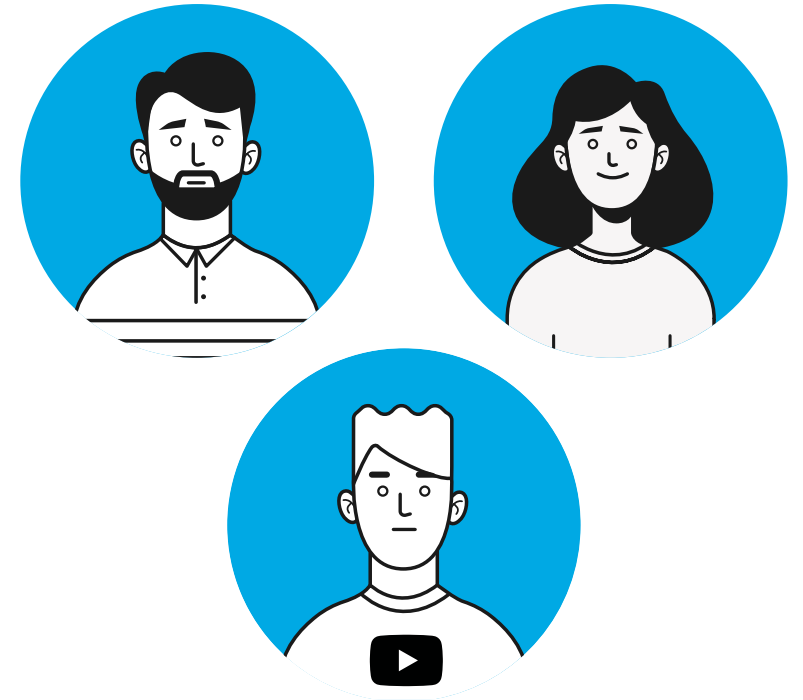
Iconography—One Color



Illustration

Our illustration style is bold, elevated, and heavily defined by the use of flat shapes and bold colors. It was created to distinctly capture the Clicklease brand and is used across a range of communications.

Please use these examples when creating and integrating illustrations into the Clicklease brand.



Photography

Our photography is real and authentic—it makes those connections and pushes our brand to a welcoming place.

The tone of the imagery should feel editorial and lifestyle-inspired.

The Clicklease Formula

Every photo should follow this formula for a consistent, premium look:

1. **People:** Working together
2. **Emotion:** Manifested as light
3. **Industry:** In context (not always necessary)

Showcase innovation in an authentic way, from unique and interesting angles. Additionally, our photos incorporate:

- Correct subject matter
- Creative use of light
- Considered composition
- Appropriate depth of field
- Real-world models
- Dynamic action
- Compelling settings
- Accurate props

Finally, our photos are retouched for a cohesive look that supports our brand identity: **Sharp, vibrant, balanced, clean, and even.** This establishes a distinct look that is uniquely Clicklease, regardless of subject, location, or industry.





Photography

Add color ribbons or patterns to the imagery create contrast and carry the eye through the image. When adding color ribbons use a minimum of three scattered in a styled and organized matter.

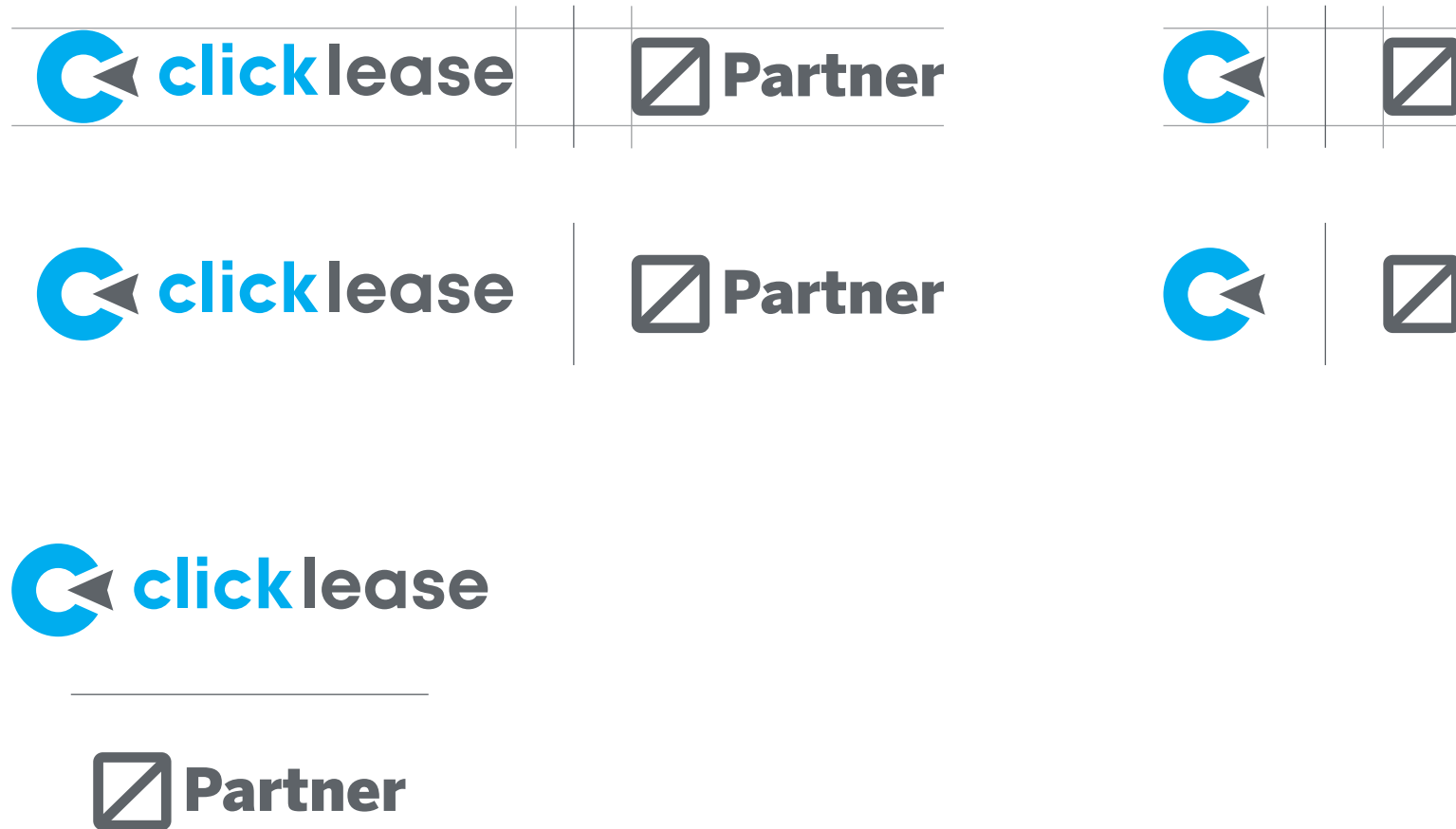


Partnership Lockup

The partnership lockup is used for communication around approved Clicklease partnerships.

We lock up the Clicklease logo with a partner logo, placing the Clicklease logo either on the left or top of the partner's logo. We add clear space between the logos.

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Clicklease logotype.



BRAND | COMMUNICATIONS GUIDE

Writing Goals and Principles

Writing Goals and Principles

Every piece of content we create is designed to educate, inform, and empower to action. The content should be clear and concise without unnecessary fluff or verbiage.

Three Components of All Content

Any content piece, from an email to an ebook, should have three things:

1. A goal/purpose
2. A clear audience
3. A metric

All content creation should start with a goal. What is the purpose of this email, 1-pager, blog post, etc.? Why are we writing it, and what do we want the reader to DO after reading it? Every piece should include a clear call-to-action (CTA) that illustrates a next step. No dead ends.

You can identify the purpose of the piece by asking: “What question does this piece answer?” All communication should be based around solving specific problems. If it’s not answering a customer/prospect question, do you really need to write it? You can even title communication with the question you’re trying to answer.

All content should also have a clear primary audience. While content may be applicable to multiple audiences, each should be written with one audience type (persona) in mind. Check out our personas for more information.

Also consider establishing metrics for your content’s success. Do you want page views? Clicks? An increase in applications? Each piece should have one core metric.



Writing Goals and Principles

Write for all readers. Some people will read every word you write. Others will just skim.

Data Driven

Part of being educational and informative is compiling and creating research and data to help customers solve problems and make decisions. Search for statistics to illustrate points. Stats will be more effective than quotes or sweeping statements/generalizations.

All statistics and data points must have a reliable source. Use footnotes or hyperlinks to attribute sources. Use the Statistics Database (coming soon) to find relevant statistics with sources attached or find and attribute your own.

Limit in-text attribution. It complicates and confuses. Hyperlinks or footnotes are sufficient. Use only as much attribution as needed to clarify a point.

Readability Basics

Help everyone read better by grouping related ideas together and using descriptive headers and sub-headers. Short, clear sub-headers are also great for search engine optimization in blog posts.

Focus your message. Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.

Keep your paragraphs short and digestible—rarely more than three sentences.

Be concise. Use short words, sentences, and paragraphs. Avoid unnecessary modifiers.

Be specific. Avoid vague language. Cut the fluff.

Be consistent. Stick to the copy patterns and style points outlined in this guide.



The Difference Between Voice and Tone

Think of it this way: You have the same voice all the time, but your tone changes. You might use one tone when you're out to dinner with your closest friends, and a different tone when you're in a meeting with your boss.

Your tone also changes depending on the emotional state of the person you're addressing. You wouldn't want to use the same tone of voice with someone who's scared or upset as you would with someone who's laughing.

The same is true for Clicklease. Our voice doesn't change much from day to day, but our tone changes all the time.

Voice

Clicklease's tone is usually informal, but it's always more important to be clear than entertaining. When you're writing, consider the reader's state of mind. Are they relieved to have an approval? Are they confused and seeking our help? Once you have an idea of their emotional state, you can adjust your tone accordingly.

Tone may also change depending on the medium. A blog is less formal than an ebook. An email from the brand will sound different than an email from a person, but the basic voice will remain the same.

Quick Tips

Here are a few key elements of writing Clicklease's voice. For more, see the Grammar and Mechanics section.

- Write in 1st/2nd person present tense. (We think you should...)
- Use active voice. Avoid passive voice.
- Avoid slang and jargon. Write in plain English.



BRAND | COMMUNICATIONS GUIDE

Text

Formatting

Bold, Italics, Capitalization, Underlining

Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word.

The Sandlot
Ryan *really* loves *The Sandlot*.

Use quotation marks in step-by-step instructions:

When you're all done, click "Send".

Don't use underline formatting.

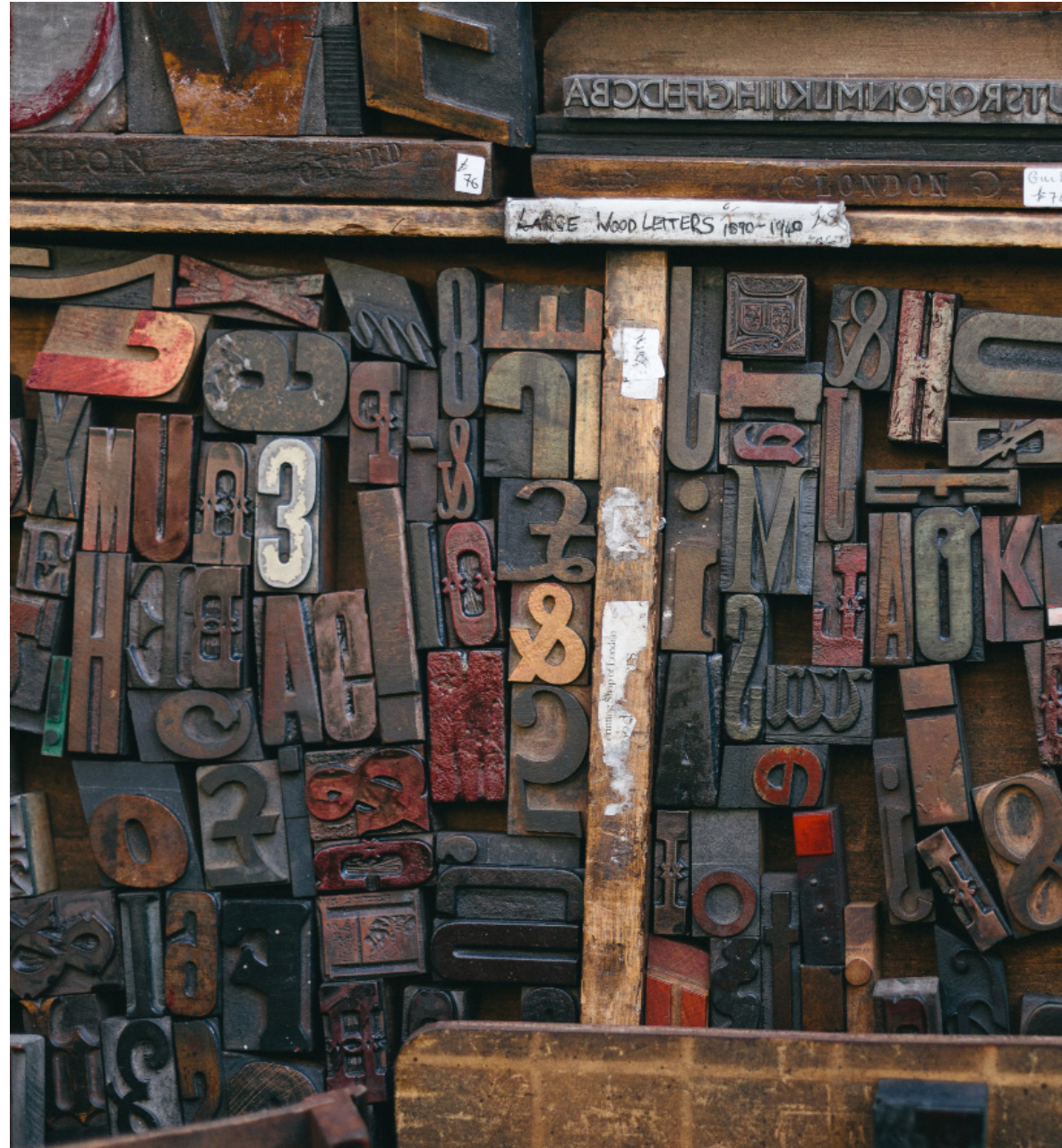
Don't use ALL CAPS in content.

Don't use any combination of italic, **bold**, CAPS, and underline.

Left-align text, never center or right-aligned.

Leave one space between sentences, never two.

Do not begin a paragraph with a tab or with multiple spaces. Instead use additional space between paragraphs.



Text Formatting

Formatting Headers

Go with what is readable (and with what search engines will like, for web copy).

Keep headers short and well-organized.

In online copy, they may introduce a list.

Do not include punctuation at the end of a header, unless the header is a full sentence. (This should be rare.)

Voice

- Begin each bulleted list with a (title case) header. The header should end in a colon.
- Use sentence case in bulleted lists.
- Only use bullets when the order of the list doesn't matter. Otherwise, use numbers.
- Include space between the bullet and text.
- All bullets in a list should "match"—all sentences or all phrases.
 - If using sentences, capitalize the first letter and end with a period.
 - If using phrases, do not include punctuation unless the list is completing a sentence. Then each bullet uses the same punctuation.
 - If using very short bullets (1-2 words) don't use punctuation, but consider using a sentence instead.

- In blogs, include a brief introduction between the header and bulleted list.

I love traveling to Ireland because of its:

- Connection to my family.
- Beautiful green scenery.
- Friendly, fun, welcoming people.

These are reasons I love traveling to Ireland:

- Connection to my family
- Beautiful green scenery
- Friendly, fun, welcoming people

I love traveling to Ireland because of its:

- Natural beauty
- Music
- Brown bread
- Rainbows



BRAND | COMMUNICATIONS GUIDE

Grammar and Mechanics

Grammar and Mechanics

Adhering to certain rules of grammar and mechanics helps us keep our writing clear and consistent. This section will lay out our house style, which applies to all of our content unless otherwise noted in this guide.

(We cover a lot of ground in this section—the search feature will help if you’re looking for something in particular.)

When in doubt, defer to the AP Style Guide.

Write Positively

Use positive language rather than negative language. One way to detect negative language is to look for words like “can’t,” “don’t,” etc.

Yes: To get a donut, stand in line.

No: You can’t get a donut if you don’t stand in line.

Words to Use Carefully

We use plain language, which means avoiding industry jargon. But some jargon-adjacent words can be appropriate in educational contexts. Only use these if you’re writing about finance education and have room to briefly define or explain them.

Lease – use financing or payments

Lessee – use customer

Lending, lender – use financing, unless comparing banks, credit, and other financing.

Lending alludes to loans and we don’t offer loans.

Loans, credit – we don’t offer loans or credit and we try to avoid confusion by using these words sparingly and usually in a comparative context (see lending)

Vendor – use partner (while this is still used internally, vendors don’t identify as vendors)

Dealer – use partner (see above)



Guidelines

Abbreviations and Acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. If the abbreviation isn't clearly related to the full version, specify in parentheses.

First use: Network Operations Center
Second use: NOC

First use: Coordinated Universal Time (UTC)
Second use: UTC

If the abbreviation or acronym is well known, like API or HTML, use it instead (and don't worry about spelling it out).

Active Voice

Use active voice. Avoid passive voice.

In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

Yes: Marti logged into the account.
No: The account was logged into by Marti.

Words like "was" and "by" may indicate that you're writing in passive voice. Scan for these words and rework sentences where they appear.

One exception is when you want to specifically emphasize the action over the subject. In some cases, this is fine. (Ex: Your account was flagged by our Abuse team.)



Guidelines

Capitalization

We use a few different forms of capitalization. Title case capitalizes the first letter of every word except articles, prepositions, and conjunctions. Sentence case capitalizes the first letter of the first word.

When writing out an email address or website URL, use all lowercase.

hpotter@clicklease.com
clicklease.com

Don't capitalize random words in the middle of sentences. Here are some words that we never capitalize in a sentence. For more, see the Word List.

website
internet
landing page
payment plan

Conjunctions

Contrary to what you learned in elementary school, conjunctions (and, or, so) can be great ways to start a sentence. They keep it conversational. But use this technique intentionally.

Contractions

They're great! They give your writing an informal, friendly tone.



Guidelines

Emoji

Emoji are a fun way to add humor and visual interest to your writing, but use them infrequently and deliberately.

Numbers

Spell out numbers less than 10 or when a number begins a sentence. Use the numeral when a number is in a range (ex: 2-5 days), more than 10, or an ordinal.

Ten new employees started on Monday, and 12 start next week.
I ate three donuts at Coffee Hour.
Meg won 1st place in last year's Walktober contest.
We hosted a group of 8th graders who are learning to code.

Headers and subheaders may break number rules. Go with what's readable.

Sometimes it feels weird to use the numeral. If it's an expression that typically uses spelled-out numbers, leave them that way.

A friendly welcome email can help you make a great first impression.
That is a third-party integration.
Clicklease is a one-size-fits-all financing solution that grows with you.
After you send a newsletter, Freddie will give you a high-five.

Numbers over three digits get commas:

999
1,000
150,000

It's best to write out big numbers in full, but you can abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.



Guidelines

Dates

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue.

Saturday, January 24
Sat., Jan. 24

Decimals and Fractions

Spell out fractions.

Yes: two-thirds
Yes: two of three
No: 2/3

Use decimal points when a number can't be easily written out as a fraction, like 1.375 or 47.2.

Percentages

Use the % symbol instead of spelling out "percent."

Ranges and Spans

Use a hyphen (-) to indicate a range or span of numbers. Do not use an en-dash or em-dash.

It takes 20-30 days.



Guidelines

Money

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

\$20

\$19.99

\$5,555.55

Telephone Numbers

Use periods without spaces between numbers. Only use a country code if your reader is in another country (very rare). Do not use parenthesis or dashes.

Yes: 555.867.5309

No: (555) 867-5309

No: 555-867-5309



Guidelines

Time

Use numerals and am or pm, with a space in between. Don't use minutes for on-the-hour time.

7 am
7:30 pm

Use a hyphen between times to indicate a time period.

7 am-10:30 pm

Specify time zones when writing about an event or something else people would need to schedule. Since Clicklease HQ is in Salt Lake City, we default to MT.

Abbreviate time zones within the continental United States as follows:

Eastern time: ET
Central time: CT
Mountain time: MT
Pacific time: PT



Guidelines

Punctuation

Apostrophes

The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an 's. If the word ends in an s and is plural, just add an apostrophe.

The donut thief ate Sam's donut.

The donut thief ate Chris's donut.

The donut thief ate the managers' donuts.

Apostrophes can also be used to denote that you've dropped some letters from a word, usually for humor or emphasis. This is fine, but do it sparingly.

Colons

Use a colon (rather than an ellipsis, em dash, or comma) to offset a list.

Erin ordered three kinds of donuts: glazed, chocolate, and pumpkin.

You can also use a colon to join two related phrases. If a complete sentence follows the colon, capitalize the 1st word.

I was faced with a dilemma: I wanted a donut, but I'd just eaten a bagel.

Commas

When writing a list, use the serial comma (also known as the Oxford comma) before the "and/or" in a list.

Yes: David admires his parents, Oprah, and Justin Timberlake.

No: David admires his parents, Oprah and Justin Timberlake.

Otherwise, use common sense. If you're unsure, read the sentence out loud. Where you find yourself taking a breath, use a comma.



Guidelines

Dashes and Hyphens

Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.

first-time user
Monday-Friday

Use an em dash (—) without spaces on either side to offset an aside. Use a true em dash, not hyphens (- or --).

Multivariate testing—just one of our new Pro features—can help you grow your business.
Austin thought Brad was the donut thief, but he was wrong—it was Lain.

Em dashes are casual and exclamatory and add great white space. When in doubt, use an em dash.

Ellipses

Ellipses (...) can be used to indicate that you're trailing off before the end of a thought. Use them sparingly. Don't use them for emphasis or drama, and don't use them in titles or headers.

"Where did all those donuts go?" Christy asked. Lain said, "I don't know..."

Ellipses can also be used to show that you're omitting words in a quote.

Periods



Guidelines

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Christy said, “I ate a donut.”
I ate a donut (and I ate a bagel, too).
I ate a donut and a bagel. (The donut was Sam’s.)

Leave a single space between sentences.

Question Marks

Question marks go inside quotation marks if they’re part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Exclamation Points

Use exclamation points sparingly, and never more than one at a time. They’re like high-fives: A well-timed one is great, but too many can be annoying.

Exclamation points go inside quotation marks. Like periods and question marks, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Never use exclamation points in failure messages or alerts. When in doubt, avoid!



Guidelines

Quotation Marks

Use quotes to refer to words and letters, titles of short works (like articles and poems), and direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within. If you're asking a question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

Who was it that said, "A fool and his donut are easily parted"?
Brad said, "A wise man once told me, 'A fool and his donut are easily parted.'"

Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead, or simply start a new sentence.

Ampersands

Don't use ampersands unless one is part of a company or brand name. This rule may occasionally be broken in headers with space constraints.

Ben and Dan
Ben & Jerry's

Quotes

When quoting someone in a blog post or other publication, use the present tense.

"Using Clicklease has helped our business grow," says Jamie Smith.



Guidelines

Names and Titles

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of departments and teams (but not the word “team” or “department”).

Marketing team
Support department

Capitalize individual job titles when referencing to a specific role. Don’t capitalize when referring to the role in general terms.

Our new *Marketing Director* starts today.
All the managers ate donuts.

States, Cities, and Countries

Spell out all city and state names. Don’t abbreviate city names.

On first mention, write out United States. On subsequent mentions, US is fine. The same rule applies to any other country or federation with a common abbreviation (European Union, EU; United Kingdom, UK).



Guidelines

URLs and Websites

Capitalize the names of websites and web publications. Don't italicize.

Avoid spelling out URLs, but when you need to, leave off the http://www.

URLs and Websites

Honor companies' own names for themselves and their products. Go by what's used on their official website.

iPad
YouTube
Yahoo!

Refer to a company or product as "it" (not "they"). **Refer to Clicklease as "we," not "it."**



Guidelines

Common Mistakes

Title case

In title case, you capitalize all words except articles and prepositions.
So “it” is capitalized. “How It Works”
But “through” is not. “Approvals through Tech”

Being that

Replace with “since” or “because”

More than, over

“Over” only refers to height (the plane flew over the building).
When using numbers, use “more than.”

Ensure, insure

“Ensure” is to make sure of something. Our algorithm ensures you get the best price.
“Insure” only refers to official insurance. You are insured in case of an accident.

Peek, peak, pique

Something piques your interest.
We are achieving peak performance.
Let’s take a peek at the financials.



Guidelines

Common Mistakes

They're, there, their

“They're” is a contraction for “they are.” They're watching a movie.
The screen is over there. There is a movie you should watch.
Their favorite movie is *The Sandlot*.

You're, your

“You're” is a contraction for “you are.” You're welcome.
“Your” is possessive. Your dog is cute. You've overstayed your welcome.

It's, its

“It's” is a contraction for “it is.” It's raining outside.
“Its” is possessive. The book is missing its cover.

Than, then

“Than” is comparing something. I like this more than that.
“Then” refers to time. We go to the gym, then to the park.



Guidelines

These words can be tricky. Here's how we write them. (If it's not on this list, defer to the AP Style Guide.)

Word List

add-on (noun, adjective), add on (verb)
back end (noun), back-end (adjective)
brick-and-mortar
checkbox
check-in (noun), check in (verb)
click-through rate (CTR)
coworker
double-click
drop-down (noun, adjective), drop down (verb)
ebook
e-commerce (the industry)
e-sign, e-signature
email (never hyphenate, never capitalize unless it begins a sentence)
To name
From name
Reply-to name
Subject line
Cc, Bcc
front end (noun), front-end (adjective)
homepage

internet (never capitalize unless it begins a sentence)
login (noun, adjective), log in (verb)
micro-business
multichannel
OK
online (never capitalize unless it begins a sentence)
opt-in (noun, adjective), opt in (verb)
plug-in (adjective, noun), plug in (verb)
point-of-sale (POS)
pop-up (noun, adjective), pop up (verb)
pre-sale
prosumer
same-day funding
signup (noun, adjective), sign up (verb)
small- to mid-sized
sync
third party (noun), third-party (adjective)
tweet, retweet
username
URL
website





Click now. Pay later.