Business Style Sheet Template

**Client Name:** LawnCare Universal, Ltd.

**Document:** Sales catalog for 2021 home and garden range.

### General Information

* Catalog designed for public, so needs to be accessible for non-specialists. First time client has marketed B2C rather than just B2B.
* Client has no style guide for brand voice, but uses AP Stylebook for in-house documentation, so use this except where branding requires variation.

### Brand Voice Guidelines

**Company Voice (All Content Except Product Descriptions)**

* Tone = Friendly, enthusiastic, and authoritative. Clear and conversational, with some flexibility on standard usage to achieve correct brand voice.
* Default is third person, except:
	+ Plural first person POV for copy from the company’s perspective (e.g. ‘We love gardens’, not ‘LawnCare loves gardens’).
	+ Singular second person used to address the reader directly (e.g. ‘Your garden deserves the best’ or ‘Does your lawn struggle in the summer?’).
* Values = Innovation, passion, and technical excellence.

**Product Descriptions**

* Consist of main description, technical specifications, and a list of key features.
* Main descriptions should match tone elsewhere, but technical specifications and key features should be as punchy as possible.
* Copy should emphasize how products will help customers achieve their goals. Look for passages where language could be more empowering.
* Passive voice okay in product descriptions, but best avoided elsewhere.
* Technical jargon okay in higher-end products, where spec may be part of the selling point, but best avoided in entry-level products.

### Other Linguistic Preferences

* American English throughout.
* Always capitalize product names and trademarks.
* ALL CAPs for section headings; title case for product names.
* Serial commas preferred in lists.
* No periods at end of bullet points.
* Unspaced em dashes for parentheticals.
* Arabic numerals for all numbers over nine, except for in technical specifications, prices, and product names, which should always be numerals.
* Use ‘&’ instead of ‘and’ in headings, but not in main copy.

### Terminology and Abbreviations

* Avoid abbreviations unless they’re in wide use outside the garden care industry (e.g. ‘DIY’ is fine, but ‘ABS’ should be written as ‘anti-blocking system’).
* If technical terms or technical systems are mentioned in the section introductions, they should be explained in simple, concise language.
* Preferred terms and spellings:
	+ ‘Cordless’, not ‘wireless’.
	+ ‘Gas’, not ‘petrol’.
	+ ‘Lawncare’ (adjective) or ‘lawn care’ (noun), not ‘lawn maintenance’.
	+ ‘Multi-tool’, not ‘multitool’ (but ‘multifunctional’ is fine).
	+ ‘Robotic lawnmower’, not ‘Robot lawnmower’.

### Formatting

* Layout to be finalized after copy has been edited, so no need to amend or leave feedback on position of visual elements. Just check images match copy.
* Italics for emphasis of single words in text, not bold.
* First line of each product description should be bold.