

# STYLE GUIDE RULES

AP Style Guide

# Style Guide Rules

## Words We Don't Love

We've talked to Cornerstone's best to create this styleguide and made sure to collect words that we should never, ever use. See below, and also refer to the Clichés section of this guide:

### AS DESIGNED

Use "validated to be working" instead; also, whenever this term is used, it should be explained that we develop iteratively.

### ATS VS. RECRUITING

"ATS" is a piece of Recruiting vs, the only thing our product does.

### BUG

"Confirmed software issue," "code issue," even "defect" is better than bug.

### CUSTOMER

Do not refer to our clients as "customers." Always use "client".

### CUSTOMIZE

Use "configure" instead.

### ESCALATION

Use "reported issue."

### PERSONNEL

"Employees" is the word.

### UTILIZE

Replace with words such as "use."

## WORKAROUNDS

Instead, use clearer terms such as common approach, alternate solution, or solution.

### Information You Need

We often say, "there's a lot of information," "a ton of information," or that "we know the information can be overwhelming," and make clients feel like there is too much information. Instead, change it to "information you need," or "needed information," or "necessary information."

### Legal Content

Legal should review all documents that have any sort of binding clause. These documents will primarily be Request for Information (RFI) and Request for Proposal (RFP) related.

### Writing Goals

Why do we write? To inform, influence, and inspire. That's why we need to have a clear sense and understanding of our voice and tone.

### Voice

In a nutshell, our voice is familiar, yet professional. Please refer to the "Voice" section of the brand style guide for more information. Here are some helpful things to remember when it comes to voice:

### Be clear and concise

Always keep our brand voice consistent to build our audience's trust and to avoid confusion. Write universally, so anyone, regardless of whether they are six or 16, can understand what you're trying to say.

**Do:** Smartphones are everywhere.

**Don't:** Smartphones are becoming ubiquitous.

**Do:** I think my smartphone will soon be outdated.

**Don't:** I think my smartphone will soon become ubiquitous.

## Strive for active voice

Use active voice as much as possible instead of passive voice. Active voice sentences are effective because they use less words and sound more confident. A good cardinal rule is to write in 80 percent active voice.

**Do:** The project manager leads our meetings.

**Don't:** Our meetings will be led by the project manager.

## Tenses

### Present Tense

Use the present tense in most instances. There will be specific times when past tense will fit better, such as writing about client stories.

# Style Guide Rules

## Associated Press (AP) Style

Cornerstone follows AP Style for most of our writing. There will be exceptions, depending on the department and the communication medium. Please read on for specific rules and exceptions. When in doubt, AP style is your best friend.

## Grammatical Rules

### ABBREVIATIONS

Abbreviations should be defined the first time they are used in your body of text, followed directly by the abbreviation in parenthesis. This way, you can use said abbreviation from thereon out.

**Do:** The Cornerstone Learning Management System (LMS) has been great for taking new training. It's not at all like the last LMS we were using that I couldn't understand.

Here are some abbreviations that are unique to Cornerstone:

### STATE ABBREVIATIONS ARE AS FOLLOWS:

- Alabama (AL)
- Arizona (AZ)
- California (CA)
- Colorado (CO)
- Connecticut (CT)
- Delaware (DE)
- Florida (FL)
- Georgia (GA)
- Illinois (IL)
- Indiana (IN)
- Kansas (KS)
- Kentucky (KY)
- Louisiana (LA)
- Maryland (MD)

- Massachusetts (MA)
- Michigan (MI)
- Minnesota (MN)
- Mississippi (MS)
- Missouri (MO)
- Montana (MT) • Nebraska (NE)
- Nevada (NV)
- New Hampshire (NH)
- New Jersey (NJ)
- New Mexico (NM)
- New York (NY)
- North Carolina (NC)
- North Dakota (ND)
- Ohio (OH)
- Oklahoma (OK)
- Oregon (OR)
- Pennsylvania (PA)
- Rhode Island (RI)
- South Carolina (SC)
- South Dakota (SD)
- Tennessee (TN)
- Vermont (VT)
- Virginia (VA)
- Washington (WA)
- West Virginia (WV)
- Wisconsin (WI)
- Wyoming (WY)

### ACRONYMS

Acronyms, or an abbreviation that is also pronounced as a word (think BFF, aka best friends forever), are tempting to use without defining. We assume there are certain abbreviations that everyone will know.

Take "LMS," for example. Because we work at Cornerstone, we likely understand that it stands for "Learning Management System," right? It can also stand for Loan Management System in the banking world and Land Mitigation Strategy in the Government world. Use the same rules as above to define.

### AMPERSANDS

Some of our official names for products include ampersands, which is fine. You can also use an ampersand to replace one of the "ands" in a sentence that includes multiple "ands". See the example below.

**Do:** The system includes features such as learning & development, social learning, and goal setting.

### APOSTROPHES

Use an apostrophe to signify a possession, for contractions (couldn't, don't, etc.) or to make single letters plural. To make a possessive with a word ending with "s," add an apostrophe to the end but do not add an extra "s."

**Do:** James' dad also works for my company.

**Don't:** James's dad also works for my company.

### CAPITALIZATION AND PUNCTUATION

When writing website copy headers and subheaders, avoid excessive capitalization and periods. Please keep in mind that this is a stylistic choice. See the guide below. And, if you have further questions about what should be capitalized, please default your questions to the Creative team.

**Do:** One unified cloud platform to recruit, train, and manage people

**Don't:** One Unified Cloud Platform to Recruit, Train, and Manage people.

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### INTERNET

Use the name of the website rather than the web address — so it's Facebook, not Facebook.com. Use ".com" only if it's part of the legal name, as in Amazon.com Inc.

# Style Guide Rules

## Capitalize:

- Formal titles that come directly before a name (ie: Mr. Smith).
- Common nouns - if they're part of a proper name. Think "street".
- Also important is that the word "Internet" should always be capitalized.

**Do:** I grew up on Helberta Street, and it was the best.

- The word "room" when it's part of a specific, official room.

**Do:** We always brainstorm in the Whiteboard Room when no one has any initial ideas.

## Do not capitalize:

- Job descriptions, regardless of whether they are before or after a name.

**Do:** I saw actor Ryan Gosling in the elevator the other day.

- Formal titles, such as president, should not be titled unless tied to a name.

**Do:** When we were touring Washington DC, I hoped that President Obama would make an appearance.

**Don't:** When we were touring Washington DC, I hoped the President would make an appearance.

- North, south, east, west, etc.: Leave these as lowercase unless they are the actual region's name or specific regions.

**Do:** The North Star is really bright.

**Don't:** Go north on the 405 Freeway and exit Crenshaw.

## CLICHÉS

Avoid these are all costs, unless writing for search engine optimization (SEO). Clichés do not strengthen our writing.

See the list below:

### LIST OF CLICHÉS:

- Industry-best
- Kick-start
- Best-of-breed
- A word to the wise
- An axe to grind
- Meaningful value
- World class
- The fact that

## COLONS

Use colons for things like announcements (We are pleased to announce the following concert dates:), lists (To bake that cake, you need the following items:), and time (11:15 p.m.).

Capitalize the first word after a colon only if it's a proper noun or the start of a complete sentence.

## COLONS AND QUOTATION MARKS

Colons go outside quotation marks unless they are part of the quoted material.

## COMPANY NAMES

The Economist includes a great comprehensive list of company names, how to write them and how to abbreviate them. Please click on "Company names" right after you follow the below link. <http://www.economist.com/styleguide/c#node-2153248>

## COMMAS

Ahh, the great debate over commas. Depending on who you talk to (and this is a worldly thing), you'll find that different people are partial to different rules. Below, you'll find a layout of when to use the Oxford comma and when to omit it:

## OXFORD COMMA

In press releases and print writing, do not use a comma before "and" (or whatever other conjunction).

**Do:** For breakfast, I like to eat oatmeal, almonds and fruit.

**Don't:** For breakfast, I like to eat oatmeal, almonds, and fruit.

However, if the meaning would be confusing without the comma, use it. Here's a good example:

**Do:** Susie went on a road trip with her best friend, a chiropractor and a yoga instructor.

**Don't:** Susie went on a road trip with her best friend, a chiropractor, and a yoga instructor.

As you can see, the dual meaning can make these sentences ambiguous.

When it comes to website writing, comma rules are a bit different. Visually, the Oxford comma looks better, and the high traffic to our site makes it visually necessary.

Website headers, subheaders, and other writing should use the Oxford comma on things like product pages, our home page, etc.

**Do:** Client service is not one-size-fits-all - that's why we're flexible in how we guide, prepare, and support through each phase.

The above is a phrase from the 2017 implementation website page. Commas help us break out text and help compliment the visuals.

Do not use a comma before Inc. or Ltd., even if it is included in the formal name.

# Style Guide Rules

## COMMAS WITH QUOTATIONS

Commas go inside quotation marks. “The talent management space,” she said, “is dominated by Cornerstone.”

## COMMAS TO SEPARATE AN EXPLANATION

Adam Miller, our founder and CEO, wants you to realize your potential.

## COMMAS AND NUMBERS

Any number over 999 (1,000 +) should be separated with a comma, except years and zip codes.

## DATES

Only abbreviate the months of: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when using it with a specific date. Example: Nov. 12, 2017

Spell out, or combine, any month that stands alone.  
Do: January 2012 was a very cold month.

## DASHES AND HYPHENS

While dashes and hyphens work sometimes, use them sparingly. When it’s necessary, you can use a dash to replace a comma. To make a dash, type two hyphens, with a space on either side. A dash works the same way as a comma, but is usually for a more abrupt change. Although she loves football – and believe me she does – she has to study during the season.

Hyphens exist to combine words so they’re one.  
Example: She couldn’t wait to get back to working a full-time job.

These rules around hyphenating were taken directly from the AP styleguide.

We will be adding more words periodically.

Always hyphenate these words (adapted and quoted directly from the AP Styleguide):

a first-quarter touchdown ...  
a bluish-green dress ...  
a full-time job...  
a well-known man ...  
a better-qualified woman ...  
a know-it-all attitude ...  
pre-empt...  
pre-existing...  
re-elect ...  
re-enact ...  
anti-social, anti-war...

Do not hyphenate these words (adapted and quoted directly from the AP Styleguide):

“A very good time ...  
an easily remembered rule ...  
in the first quarter ...  
fundraiser, fundraising...  
teenager, nonprofit ...  
prearrange, premarital”

## HEADERS AND SUBHEADERS

We use these to organize text in writing. Please make sure to include keywords, such as SEO, in the headers. Please see the “SEO” section for more information on which words are considered SEO-friendly.

**H1:** Use this header to let people know what they are going to read about.

**H2, H3, etc.:** These are used to break up sections.

## NUMBERS

Write out numbers one through nine. Use the actual number for 10 and above. Never begin a sentence with a numeral – always spell it out in that case. Any number over three-digits should have a comma.

Note: there may be stylistic exceptions on a case-by-case basis.

**Do:** Twenty years later, she still works with the same 10 people.

**Don’t:** 20 years later, she still works with the same 10 people.

**Do:** Nine of our employees attended the 15 different workshops.

**Don’t:** Nine of our employees attended the fifteen different workshops.

Write out longer numbers in this fashion: 30+ million.

## Office Locations:

Below is a list of our office locations.

### Asia Pacific (APJ)

Auckland, New Zealand  
Bangalore, India  
Hong Kong, China  
Mumbai, India  
New Delhi, India  
Sydney, Australia  
Tokyo, Japan

### Europe (EMEA)

Amsterdam, The Netherlands  
Dusseldorf, Germany  
London, England  
Madrid, Spain  
Munich, Germany  
Paris, France  
Stockholm, Sweden  
Tel Aviv, Israel

### North America

Santa Monica, CA  
Sunnyvale, CA

# Style Guide Rules

## PERCENTAGES

When using percentages in a sentence, write out the full word (50 percent of the office likes working from home).

When writing out statistics in an infographic, it's OK to use the "%" symbol.

75%

For example:

## Periods

PER AP STYLE When abbreviating organizations (CIA, FBI, etc.) and iconic figures (JFK), do not use periods. Titles such as "Mr." and "Ms." should be abbreviated with periods. Use them also for abbreviations such as Corp. and Inc., and for academic degrees that follow someone's name (Triana Turner, M.A., will be delivering the company address today.)

## PERIODS WITH QUOTES

**Periods always go inside quotation marks.**

## PERIODS WITH PARENTHESES

If the text in your parenthesis is not a sentence, include the period outside of the parenthesis. If it's a sentence, include it inside the parenthesis.

**Do:** He went to the store (across the street).

**Don't:** He went to the store (across the street.)

**Do:** He went to the store (don't worry, it's just across the street.)

**Don't:** He went to the store (don't worry, it's just across the street).

## PERIODS IN WEBSITE WRITING

Only use periods if there is more than once sentence, even if the sentence is more than one line.

## PHONE NUMBERS

Write out all phone numbers in this format:

- Corporate Headquarters: 1 (310) 752-0200
- Argentina: +54 11 4515 6408
- Australia: +61 (2) 8667 3178
- Bangalore: +91 80 4132 5947
- Belgium & Luxembourg: + 32 2 709 29 08
- Chile: +56 2 2370 2983
- Columbia: +57 16467148
- Denmark: 0045 (0)33 37 71 07
- Finland: +358 9 25107500
- France: 0033 (0) 1 71 18 16 59
- Germany: 0049 (0)89 23077072
- Hong Kong: +852 2154 7400
- Israel: 972 36988700
- Italy: +39 02 92 85 41 47
- Japan: +81 3 5796-3870
- Mexico: +5255 8647-8403
- Mumbai: +91 22 61035400
- New Delhi: +91 11 6635 1035
- New Zealand: +64 9 968 2133
- Norway: +47 982 65 862
- Singapore: +65 6812 5927
- South Africa: 0027 (0) 11 431 2946
- Spain: +34 917 893 418
- Sweden: +46 (0)8 5025 6690
- Switzerland: +41 22 560 61 20
- The Netherlands: +31 205 20 96 76
- United Kingdom: +44 (0) 203 700 2900

## QUOTATION MARKS

AP Style says to put quotes around the following: "titles of books, songs, TV shows, movies, computer games, plays, operas, poems, lectures and works of art (but not newspapers or magazines)." Always include periods and commas inside the quotation marks. When quoting someone, there is no need to add a comma after a "!" or a "?."

## QUOTE WITHIN A QUOTE

If you're adding a quote within a quote, use single quote marks.

## SEMICOLONS

You can use a semicolon to link two independent clauses together that can be standalone sentences and don't have connecting words.

**Do:** They didn't come to the pool party; their appointment took too long.

Sentences with however and therefore should also have semicolons.

**Do:** She asked what time he should be there; however, they never responded to her text.

## YEARS

When a phrase refers to a month and day within the current year, do not include the year: The hearing is scheduled for June 26.

If the reference is to a past or future year, include the year and set it off with commas: Feb. 14, 2025, is the target date.

Use an s without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1800s.

Years are an exception to the general rule in numerals that a figure is not used to start a sentence: 2013 was a very good year.

## TIME ZONES

The abbreviations EST, CDT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: noon EST, 9 a.m. PST. (Do not set off the abbreviations with commas.) Spell out all references to time zones not used within the contiguous United States: When it is noon EDT, it is 1 p.m. Atlantic Standard Time and 8 a.m. Alaska Standard Time.

One exception to the spelled-out form: Greenwich Mean Time may be abbreviated as GMT on second reference if used with a clock reading.



# Style Guide Rules

## THAT/WHICH

Use that and which in referring to inanimate objects and to animals without a name.

Use that for essential clauses, important to the meaning of a sentence, and without commas: I remember the day that we met. Use which for nonessential clauses, where the pronoun is less necessary, and use commas: The team, which finished last a year ago, is in first place.

(Tip: If you can drop the clause and not lose the meaning of the sentence, use which; otherwise, use that. A which clause is surrounded by commas; no commas are used with that clauses.)

## POSSESSIVES

Follow these guidelines:

### PLURAL NOUNS NOT ENDING IN S

Add 's: the alumni's contributions, women's rights.

### PLURAL NOUNS ENDING IN S

Add only an apostrophe: the churches' needs, the girls' toys, the horses' food, the ships' wake, states' rights, the VIPs' entrance.

### NOUNS PLURAL IN FORM, SINGULAR IN MEANING

Add only an apostrophe: mathematics' rules, measles' effects. (But see INANIMATE OBJECTS below.)

Apply the same principle when a plural word occurs in the formal name of a singular entity: General Motors' profits, the United States' wealth.

### NOUNS THE SAME IN SINGULAR AND PLURAL

Treat them the same as plurals, even if the meaning is singular: one corps' location, the two deer's tracks, the lone moose's antlers.

### SINGULAR NOUNS NOT ENDING IN S

Add 's: the church's needs, the girl's toys, the horse's food, the ship's route, the VIP's seat.

Some style guides say that singular nouns ending in s sounds such as ce, x, and z may take either the apostrophe alone or 's. See SPECIAL EXPRESSIONS, but otherwise, for consistency and ease in remembering a rule, always use 's if the word does not end in the letter s: Butz's policies, the fox's den, the justice's verdict, Marx's theories, the prince's life, Xerox's profits.

### SINGULAR COMMON NOUNS ENDING IN S

Add 's: the hostess's invitation, the hostess's seat; the witness's answer, the witness's story. (A change from previous guidance calling for just an apostrophe if the next word begins with s.)

### SINGULAR PROPER NAMES ENDING IN S

Use only an apostrophe: Achilles' heel, Agnes' book, Ceres' rites, Descartes' theories, Dickens' novels, Euripides' dramas, Hercules' labors, Jesus' life, Jules' seat, Kansas' schools, Moses' law, Socrates' life, Tennessee Williams' plays, Xerxes' armies.

### SPECIAL EXPRESSIONS

The following exceptions to the general rule for words not ending in s apply to words that end in an s sound and are followed by a word that begins with s: for appearance' sake, for conscience' sake, for goodness' sake. Use 's otherwise: the appearance's cost, my conscience's voice.

### PRONOUNS

Personal interrogative and relative pronouns have separate forms for the possessive. None involve an apostrophe: mine, ours, your, yours, his, hers, its, theirs, whose.

Caution: If you are using an apostrophe with a pronoun, always double-check to be sure that the meaning calls for a contraction: you're, it's, there's, who's. Follow the rules listed above in forming the possessives of other pronouns: another's idea, others' plans, someone's guess.

### COMPOUND WORDS

Applying the rules above, add an apostrophe or 's to the word closest to the object possessed: the major general's decision, the major generals' decisions, the attorney general's request, the attorneys general's request. See the plurals entry for guidelines on forming the plurals of these words. Also: anyone else's attitude, John Adams Jr.'s father, Benjamin Franklin of Pennsylvania's motion. Whenever practical, however, recast the phrase to avoid ambiguity: the motion by Benjamin Franklin of Pennsylvania.

### JOINT POSSESSION, INDIVIDUAL POSSESSION

Use a possessive form after only the last word if ownership is joint: Fred and Sylvia's apartment, Fred and Sylvia's stocks.

Use a possessive form after both words if the objects are individually owned: Fred's and Sylvia's books.

### DESCRIPTIVE PHRASES

Do not add an apostrophe to a word ending in s when it is used primarily in a descriptive sense: citizens band radio, a Cincinnati Reds infielder, a teachers college, a Teamsters request, a writers guide.

Memory aid: The apostrophe usually is not used if for or by rather than of would be appropriate in the longer form: a radio band for citizens, a college for teachers, a guide for writers, a request by the Teamsters.

An 's is required, however, when a term involves a plural word that does not end in s: a children's hospital, a people's republic, the Young Men's Christian Association.

### DESCRIPTIVE NAMES

Some governmental, corporate and institutional organizations with a descriptive word in their names use an apostrophe; some do not. Follow the user's practice: Actors' Equity, Diners Club, Ladies' Home Journal, the National Governors Association.

# Style Guide Rules

## BULLETED LISTS

AP uses dashes instead of bullets to introduce individual sections of a list; others may choose to use bullets.

Put a space between the dash or bullet and the first word of each item in the list.

Capitalize the first word following the dash or bullet.

Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.

Use parallel construction for each item in a list:

- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.

Introduce the list with a short phrase or sentence: Our partners: or These are our partners: or Our partners are:

## AMONG/BETWEEN

The maxim that between introduces two items and among introduces more than two covers most questions about how to use these words: The funds were divided among Ford, Carter and McCarthy. The games between the Yankees, Phillies and Mets have been rollicking ones.

As with all prepositions, any pronouns that follow these words must be in the objective case: among us, between him and her, between you and me.

## LIKE/AS

Use like as a preposition to compare nouns and pronouns. It requires an object: Jim blocks like a pro. The conjunction as is the correct word to introduce clauses: Jim blocks the linebacker as he should.

## WHO/WHOM

Who is the pronoun used for references to human beings and to animals with a name. Write the person who is in charge, not the person that is in charge.

Who is grammatically the subject (never the object) of a sentence, clause or phrase: The woman who rented the room left the window open. Who is there?

Whom is used when someone is the object of a verb or preposition: The woman to whom the room was rented left the window open. Whom do you wish to see?

## AFFECT/EFFECT

Affect, as a verb, means to influence: The game will affect the standings.

Effect, as a verb, means to cause: He will effect many changes in the company.

Effect, as a noun, means result: The effect was overwhelming. He miscalculated the effect of his actions. It was a law of little effect.

## e.g.

Meaning for example, it is always followed by a comma.

## i.e.

Abbreviation for the Latin id est or that is (to say) and is always followed by a comma.

## PRIOR TO

Before is less stilted for most uses. Prior to is appropriate, however, when a notion of requirement is involved: The fee must be paid prior to the examination.

## BECAUSE/SINCE

Use because to denote a specific cause-effect relationship: He went because he was told. Since is acceptable in a causal sense when the first event in a sequence led logically to the second but was not its direct cause: They went to the game, since they had been given the tickets.

## COORDINATING CONJUNCTIONS

A coordinating conjunction is a word that joins two elements of equal grammatical rank and syntactic importance. They can join two verbs, two nouns, two adjectives, two phrases, or two independent clauses.

**The seven coordinating conjunctions are for, and, nor, but, or, yet, and so.**

Meet the Key Players: **FANBOYS**

The best way to remember the seven coordinating conjunctions is by using the acronym FANBOYS:

### Coordinating conjunction:

We were out of milk, so I went to the store to buy some.

### Subordinating conjunction:

Grace is saving money so she can buy her own horse.

Perhaps your teacher taught you that you should never start a sentence with the **FANBOYS**. But the truth is, you can. Just remember not to overuse these kinds of sentences.

**DO:** I don't want to throw away my candy bars, nor do I wish to listen to my doctor. But I adore candy bar factories. And I want to own one someday.



# Style Guide Rules

## PREPOSITION GUIDELINES

It's not an error to end a sentence with a preposition, but it is a little less formal. In emails, text messages, and notes to friends, it's perfectly fine. But if you're writing a research paper or submitting a business proposal and you want to sound very formal, avoid ending sentences with prepositions.

### In formal writing

**DO:** Which journal was your article published in?  
(Casual)

**DO:** In which journal was your article published?  
(Formal)

### If something is missing

**DON'T:** He walked down the street, with his coat buttoned against the cold and a hat perched atop.  
The preposition atop is missing an object all together.

**DO:** He walked down the street, with his coat buttoned against the cold and a hat perched atop his head.

### In informal writing or conversation

To whom should I give a high five?  
Who should I give a high five to?

Unless you're a time traveler from another era, you'll probably use the second sentence when speaking. Informal language is generally accepted in conversation and will likely allow your conversation to flow more smoothly since your friends won't be distracted by your perfectly precise sentence construction.

### If the preposition is part of an informal phrase

**DO:** Five excited puppies are almost too many to put up with.

**DO:** A good plate of spaghetti should not be so hard to come by.

Both 'put up with' and 'hard to come by' are commonly accepted informal phrases, and it's OK to end sentences with them. Note, however, that you should avoid these phrases in formal writing.

## CAPITALIZATION

**CAPITALIZE:** Names of system pages, tools, buttons, links, and field names

### DO NOT CAPITALIZE:

LO types, unnamed system features, system roles, generic nouns

### BOLDING:

Names of buttons, links, and fields

### ITALICIZE:

Italicize notes only (i.e. Note: We only italicize sentences that are notes.)

**Example:** Navigate to the Learner Home page and view curricula, online courses, playlists, and more within the Learner Home carousels. The Saved for Later carousel displays training for which the user has clicked the **Save for Later** link.

(Note: *In this example, Saved for Later is capitalized in both instances, yet only bolded on one case. In the first instance, we are referencing the carousel. In the second instance, we are referencing a link, and we always bold the names of links.*)

**Example:** Click the **Create New** button to begin creating a learning assignment with the Learning Assignment Tool. In the **Title** field, enter a title for the assignment. It is recommended that administrators give learning assignments a descriptive and specific title.

(Note: *In this example, the word "title" is capitalized and bolded in one case and lowercase and unbolded in another case. This is because in the first instance, we are referencing a specific field on the page. In the second instance, we are referencing the general concept of a title. Also notice the similar treatment of "learning assignment." We do not capitalize this phrase when talking about a generic learning assignment, but we DO capitalize when referencing the name of a system feature.*)

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