EMBIBE COPY GUIDE

1. Introduction
2. Our Audience
3. Writing Goals and Principles
4. Voice and Tone
5. Language
   a. Spelling
   b. Vocabulary
   c. Grammar
6. Capitalisation
   a. For Headings and Subheadings
   b. For Content Within the Body
7. Numbers
   a. Using Cardinal Numbers
   b. Roman Vs Arabic Numerals
   c. Using Ordinal Numbers
   d. UsingBoth Cardinal and Ordinal Numbers
8. Abbreviations
9. Dates
10. Time
11. Punctuation
    a. Apostrophe
    b. Comma
    c. Colon
    e. Hyphen
    f. Parentheses
    g. Period
    h. Quotes
12. Names
13. Table
14. Lists
15. Highlighting Texts
16. Branded Words
17. Writing for Social Media
18. Writing SMS
19. Writing WhatsApp Messages
20. Writing Emails
21. Writing Push Notifications
22. Writing In-App Notifications
23. Writing Technical Content
24. Brand Templates
    a. Doc
    b. Presentation
25. Word List

INTRODUCTION

Every great organisation that produces a large amount of copy and content on a day-to-day basis has its own copy guide - a set of rules telling writers whether to write e-mail or email, CBSE or C.B.S.E., personalization or personalisation. The EMBIBE Copy Guide does this and a bit more. It helps us write clear and consistent content and copies across teams and channels. It also warns of some common mistakes and encourages us to write with clarity and simplicity. Please use it as a reference when you are writing for EMBIBE.

OUR AUDIENCE

Before we delve into the guidelines for writing copy/content on and for EMBIBE, we have to understand our audience. EMBIBE's audience is broadly classified into two categories:

a. **Internal Audience:** This category comprises people who are part of this organisation, both full-time employees and consultants/freelancers.

b. **External Audience:** External audience includes:
   i. Students
   ii. Teachers
   iii. Parents
   iv. Government Officials
   v. NGOs
   vi. Prospective Employees

It is important to understand who you are writing for and what is the expected outcome before you start writing any content/copy.

WRITING GOALS AND PRINCIPLES

With every copy or piece of content we publish, we aim to:

- **Empower:** We help people understand EMBIBE by using language that informs them about how we can help them reach their true potential.
- **Respect:** We treat readers with the respect they deserve. We are empathetically strong and we put ourselves in their shoes and don't patronise them. We are considerate and inclusive. We connect and communicate with them.
- **Educate:** We tell readers what they need to know, not just what we want to say. We give them the exact information they need, along with opportunities to learn more. We are the intellectual authority, we are the experts, and readers don't have access to everything we know. It is our duty to simplify complex information for them, be it related to exams, preparation or our product. And we tell them how to make the most of EMBIBE so that they reach their goal.
- **Guide:** We are like a personal guide for our readers. Whether we are leading them through our educational materials or a task in our app, we communicate in a friendly and helpful way. We

understand the context, their strengths and weaknesses, their requirements and then we guide them accordingly.
- **Speak Truth:** We do not believe in mindless marketing. We are a data-driven company. We say things that we can substantiate. We avoid dramatic storytelling and grandiose claims. We focus on our real strengths - data-driven insights coupled with domain expertise.

In order to achieve these goals, we make sure our content is:

- **Clear:** Understand the topic you are writing about. Use simple words and sentences.
- **Useful:** Before writing any content/copy, ask yourself: What is the purpose of it? Who is going to read it? What do they need to know? What is the expected reaction?
- **Friendly:** We are a personalisation engine. This should reflect in our communications. Every piece of content and copy that we write must be as human as the emotion behind building this platform. It's OK to break a few rules if it makes your writing more relatable.
- **Appropriate:** Understand the context and write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you are writing to and what you are writing about.

VOICE AND TONE

It is important to be aware of our brand's voice and tone.

What is the difference between voice and tone? We have the same voice all the time but our tone changes depending on who we are talking to. We might use one tone when talking to our best friend and a different tone when we are in a meeting with our boss.

Our tone also changes depending on the emotional state of the person we are addressing as well as on the topic of discussion. It is, therefore, important to understand what is our brand persona, our voice and when to use what tone while writing for EMBIBE, especially, to communicate something to students and parents.

BRAND PERSONA

For Parents: A coach - Expert, clear and insightful that tells me exactly what's holding my child back from achieving their potential, rather than simply asking my child to 'work harder'.

For Students: A coach, elder brother or senior you look up to. Quirky, approachable & empathetic, knows how to make me win through effective, unconventional, never experienced before methods.

BRAND TONE

We incorporate the following tonalities in our communications:

a. Cheerleading

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
There is something	You got 30% accuracy	You attempted 10	You got 3 questions

amazing about every child. It has to be appreciated in a super celebratory way as the path for their future achievement is set. Therefore, EMBIBE will always be cheerleading showing them the light at the end of the tunnel.	on your last test. You can do better. We believe in you.	questions out of which 3 are correct answers. Your performance could've been better. Watch solutions & revise concepts with very rich 3D video explainers on Embibe today.	right out of 10! That means you got 10 concepts absolutely right! Way to go and let's get behind mastering the rest! Checking out EMBIBE explainers on your 5 weakest concepts would be a great way to start :)

b. Surprising/Magical

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
Surprising, emotional or intelligent comments, usually data-driven, that catch users completely unaware adding a little flavour to every interaction. A magical experience that is a treat to the senses & creates tremendous recall.	Hello! I am Vivek your expert advisor from Embibe. How can I help you?	Heya! Cool to see you back on Embibe. I am here to help you in case you need any assistance.	Hi there! Or Hey <Name>! So happy to see you back on EMBIBE. Did you know you're the 72nd customer I am chatting with today? It's a busy busy day :) but as always, happy to help you with anything you need.

c. Actionable

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
Every child needs the right guidance at the right time to be able to perform to potential. In our vision to ensure a 'zero regrets life' for every student, EMBIBE always gives, not just precise / data-driven insights, but a clear call to action.	If you work harder you will automatically see an improvement in your performance.	Your grade in this test was suboptimal. We noticed you made a lot of careless mistakes and could've done better in terms of managing your time. Be more careful next time!	You got a C2 in this test, but could've actually gotten a B1. You made 5 careless mistakes, out of which 3 were very easy questions that 95% of your class got right. Spend at least 30 seconds reading & understanding every question to minimise such silly mistakes!

d. Empathetic

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
Everything at EMBIBE is about the user and how well we understand them. There is no personalisation without that.	We understand that JEE Main is one of the toughest exams in the country, and that means you have to work even harder to achieve your target rank.	Cracking JEE Main can be quite a challenge, but with EMBIBE that bridge is much easier to cross.	Your JEE Main score dropped by 10% test on test. We understand that you may be feeling a bit low because of that. Give yourself a day to unwind & relax. You've been working very hard, consistently putting in 4 hour practice shifts a day. Remember that it's equally important to relax & take some time off.

e. The Intellectual Authority

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
By virtue of being at the cutting edge of applied data science & measurability, Embibe has insights that are deeper & more insightful than even what the most experienced teachers have to offer. Therefore, we're THE intellectual authority, & talk with a sense of finality, when it comes to our domain.	Our teachers will give you personal attention to guarantee results.	Better learning for better results powered by India's best teachers.	Embibe is the world's most powerful education platform ever invented with patented AI that provides holistic improvement across learning, behaviour & skills. Achieve your best every time you try!

f. Data Driven

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
When what you're saying is backed by data, nobody can dispute it!	If majority of the country learns in their native language, then it only makes sense to provide learning solutions to them in their language.	Almost half of India's student population learns in their mother tongue. That's why we have created learning content in 11 vernacular languages.	Every child deserves the freedom to learn in the language they speak in. We've created authentic learning content in **11 vernacular languages**

			to ensure that **80 million** students get the quality education they deserve. That's **53% of all students** in India.

g. Vision Led

INTENT	BORING SENTENCE	NOT LIKE THIS	WE WRITE LIKE THIS
To ensure that the audacity and passion of the brand vision reflects in our communication.	If you can dream it, you can do it.	Genius is 1% inspiration, 99% perspiration.	If you dream of a new sky, you will not accept the status quo. You will not rest till you have made your dent in the universe. If your heart beats for education, come join the revolution.

GENERAL TIPS

1. Use active voice. Avoid using passive voice.
2. Write in plain English. Avoid using jargon.
3. Use positive language rather than negative language.

A NOTE ABOUT MB

Mb, the cutest little megabyte is our brand mascot. Mb captures the spirit of our brand's personality. She smiles, winks and sometimes high-fives. If you write for her voice, make sure you incorporate the brand tonalities.

LANGUAGE

Officially, **EMBIBE uses UK English** in all its content and communications.

However, the language of communication may vary depending upon the target audience and their geographical location.

For example:

1. If we are catering to an American audience, we will use American English in our communications.
2. To cater to students of a particular state board, we will use the official language of that state.

Major differences between British and American English can be seen in:

a. Spellings

b. Vocabulary
c. Grammar

SPELLINGS

At EMBIBE, **we follow UK spellings**, unless we are catering to an audience that follows US English.

The differences between British and American spellings are:

1. US English words ending in 'or' usually end in 'our' in UK English.

US ENGLISH	UK ENGLISH
Color	Colour
Flavor	Flavour
Neighbor	Neighbour

2. Verbs in US English that are spelled with 'ize' are spelled with 'ize' or 'ise' at the end in UK English. We use 'ise'.

US ENGLISH	UK ENGLISH
Personalize	Personalise
Maximize	Maximise
Organize	Organise

3. Verbs in US English that end in 'yze' are always spelled 'yse' in UK English.

US ENGLISH	UK ENGLISH
Analyze	Analyse
Paralyze	Paralyse
Breathalyze	Breathalyse

4. In UK spelling, 'L' is doubled in verbs ending in a vowel plus 'L'. In US English, the 'L' is not doubled.

US ENGLISH	UK ENGLISH

Traveled	Travelled
Traveling	Travelling
Modeling	Modelling

5. UK English words that are spelled with the double vowels ‘ae’ or ‘oe’ tend to be just spelled with an ‘e’ in US English.

US ENGLISH	UK ENGLISH
Leukemia	Leukaemia
Estrogen	Oestrogen
Pediatric	Paediatric

6. Some nouns that end with ‘ence’ in UK English are spelled ‘ense’ in US English.

US ENGLISH	UK ENGLISH
Defense	Defence
License	Licence
Offense	Offence

7. Some nouns that end with ‘ogue’ in UK English end with either ‘og’ or ‘ogue in US English.

US ENGLISH	UK ENGLISH
Analog	Analogue
Catalog	Catalogue
Dialog	Dialogue

For an exhaustive list of British vs American spellings, **click here**.

VOCABULARY

The US and the UK English have some words that differ from each other. We follow **UK vocabulary.**

UK ENGLISH	US ENGLISH

Trousers	Pants
Flat	Apartment
Bonnet (the front of the car)	Hood
Boot (the back of the car)	Trunk
Lorry	Truck
University	College
Holiday	Vacation
Jumper	Sweater
Crisps	Chips
Chips	French Fries
Trainers	Sneakers
Fizzy Drink	Soda
Postbox	Mailbox
Biscuit	Cookie
Chemist	Drugstore
Shop	Store
Football	Soccer

GRAMMAR

There are certain grammar differences between UK and US English. We follow **UK grammar**.

- In US English, collective nouns are considered singular (e.g. The band is playing). In contrast, collective nouns can be either singular or plural in UK English, although the plural form is most often used (e.g. The band are playing).
- The British are also more likely to use formal speech, such as ‘shall’, whereas Americans favour the more informal ‘will’ or ‘should’.
- Americans continue to use ‘gotten’ as the past participle of ‘get’, which the British have long since dropped in favour of ‘got’.
- ‘Needn’t’, which is commonly used in UK English, is rarely, if at all used in US English. In its place is ‘don’t need to’.
- In UK English, ‘at’ is the preposition in relation to time and place. However, in US English, ‘on’ is used instead of the former and ‘in’ for the latter.

CAPITALISATION

IMPORTANT: 'EMBIBE' is always **ALL UPPERCASE** regardless of where it is used.

Capitalisation rules are important for writing:

- Headings and Subheadings
- Content Within the Body

CAPITALISATION RULES FOR HEADINGS/HEADLINES AND SUBHEADINGS/SUBHEADLINES

1. Capitalise:
   a. First word of the title
   b. Last word of the title
   c. Verbs
   d. Nouns
   e. Pronouns
   f. Adjectives
   g. Adverbs
   h. Some conjunctions
   i. Words more than three letters

2. Do not capitalise:
   a. a
   b. an
   c. and
   d. at
   e. but*
   f. by*
   g. for
   h. in*
   i. nor
   j. Of
   k. on*
   l. or*
   m. so*
   n. the*
   o. to*
   p. up*
   q. yet*

   *Depending on how the word functions in the title
   For example, "yet" should be capitalised while acting as an adverb, but lowercase while acting as a conjunction.

'Yet' as an adverb: "I haven't gone through the punctuation rules yet."
'Yet' as a conjunction: "The path was dark, yet I slowly found my way."

3. 'Is', 'are', 'was' and 'be' are all short but they must be capitalised because they are verbs.

WHAT WE DON'T DO❌	WHAT WE DO ✅	COMMENTS
Watch your books come alive in 3D videos	Watch Your Books Come Alive in 3D Videos	Here, 'in' is a preposition. So, it is not capitalised.
Unlimited, real-time doubt solving from your AP Board 6th Science books	Unlimited, Real-time Doubt Solving From Your AP Board 6th Science Books	'From' is a preposition but it has more than three letters. Hence, it is capitalised. Both letters in 'AP' are capitalised because it is an abbreviation.
Upto 23% improvement in your AP Board score in just 2 tests	Upto 23% Improvement in Your AP Board Score in Just 2 Tests	Here, 'in' is a preposition. So, it is not capitalised.

4. Do not use a period or any other punctuation at the end of a headline or subheadline.
5. A comma, a hyphen or a colon can be used in the middle of a headline or subheadline if required.
6. Do not use a semicolon in a headline or subheadline.

WHAT WE DON'T DO❌	WHAT WE DO ✅
Watch Your Books Come Alive in 3D Videos.	Watch Your Books Come Alive in 3D Videos
Unlimited Real-time Doubt Solving From Your AP Board 6th Science Books	Unlimited, Real-time Doubt Solving From Your AP Board 6th Science Books

7. In our brand documents and presentations (templates are provided at the end of this document), all titles, headers, headings/subheadings are ALL UPPERCASE.

CAPITALISATION RULES FOR CONTENT WITHIN THE BODY

1. Capitalise the first word of a sentence.

WHAT WE DON'T DO❌	WHAT WE DO ✅
practice makes perfect.	Practice makes perfect.
you can get your doubts resolved on EMBIBE	You can get your doubts resolved on EMBIBE

24*7.	24*7.

2. Capitalise proper nouns - the name for a particular person, place or thing.

WHAT WE DON'T DO❌	WHAT WE DO ✅
The exam will be conducted in mumbai.	The exam will be conducted in Mumbai.
My favourite author is hc verma.	My favourite author is HC Verma.

3. Capitalise names of **Embibe products, features, pages, tools and teams** when directly mentioned.

PRODUCT/FEATURE/PAGE/TEAM	WHAT WE DON'T DO❌	WHAT WE DO ✅
Learn	EMBIBE's learn module has 50,000+ 3D videos that bring concepts to life.	EMBIBE's Learn module has 50,000+ 3D videos that bring concepts to life.
Practice	EMBIBE's practice module has more than 1.6 million questions.	EMBIBE's Practice module has more than 1.6 million questions.
Test	EMBIBE's test platform provides unlimited mock tests for every stage of your preparation.	EMBIBE's Test platform provides unlimited mock tests for every stage of your preparation.
Achieve	EMBIBE's achieve creates a personalised learning path for every student based on their learning style and goal.	EMBIBE's Achieve creates a personalised learning path for every student based on their learning style and goal.
Test Feedback	EMBIBE's test feedback provides detailed insights into the way a student took a test.	EMBIBE's Test Feedback provides detailed insights into the way a student took a test.
Exam	EMBIBE's exam articles provide detailed information about all school-level and competitive exams.	EMBIBE's Exam articles provide detailed information about all school-level and competitive exams.
Payroll Team	The payroll team is responsible for crediting our salary.	The Payroll Team is responsible for crediting our salary.

Note that Learn, Practice, Test, Achieve, Test Feedback and Exam should be capitalised only when these words are used to refer to the product/feature/page. In any other context, they should be used as demanded by normal rules of capitalisation.

4. Capitalise the first word of a quote when the quote is a complete sentence.

WHAT WE DON'T DO❌	WHAT WE DO ✅
He said, "the exam might get postponed due to the outbreak of Coronavirus."	He said, "The exam might get postponed due to the outbreak of Coronavirus."

But do not capitalise the first word of partial quotes.

WHAT WE DON'T DO❌	WHAT WE DO ✅
He said that he was "Way too busy" to join the class.	He said that he was "way too busy" to join the class.

5. Capitalise **days, months** and **holidays** but not seasons.

	WHAT WE DON'T DO❌	WHAT WE DO ✅
DAYS	The classes will start on monday.	The classes will start on Monday.
MONTHS	JEE Main is conducted in january, february, april and may.	JEE Main is conducted in January, February, April and May.
HOLIDAYS	The office will be closed on christmas.	The office will be closed on Christmas.
SEASONS	Schools are closed for the Summer.	Schools are closed for the summer.

6. Capitalise **nationalities** and **languages**.

	WHAT WE DON'T DO❌	WHAT WE DO ✅
NATIONALITY	Only indians can appear for this exam.	Only Indians can appear for this exam.
LANGUAGE	Knowledge of hindi is a must to get selected for this job.	Knowledge of Hindi is a must to get selected for this job.

7. Capitalise items in bullet points, lists and tables if they are not complete sentences. Use general rules of capitalising headings and subheadings. If they are complete sentences, capitalise the first word and use other rules of capitalisation for content within the body. Row and column

headings in tables should be all **UPPERCASE** and **bold**.

8. For image captions, use capitalisation rules for headings and subheadings as stated above.

NUMBERS

There are two types of numbers:

1. **Cardinal Numbers:** The figures 1, 2, 10, 101, and so on and the corresponding words — one, two, ten, one hundred one and so on — are called cardinal numbers.
2. **Ordinal Numbers:** The terms 1st, 2nd, 10th, 101st, first, second, tenth, one hundred first and so on are called ordinal numbers.

USING CARDINAL NUMBERS

1. Spell out numbers one through nine. Use digits for 10 and higher.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Each class has three sections.	Each class has 3 sections.
There are 31 NITs in India.	There are thirty-one NITs in India.

2. Spell out numerals that start a sentence, even if they are 10 or higher.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Eleven students of CBSE Class 10 secured 100% marks in their board exam this year.	11 students of CBSE Class 10 secured 100% marks in their board exam this year.

The one exception to this rule is in a sentence that begins with a calendar year.

WHAT WE DO ✅	WHAT WE DON'T DO❌
1938 was a turbulent year for Leon.	Nineteen thirty-eight was a turbulent year for Leon.

3. For large numbers, use a hyphen to connect a word ending in 'y' to another word.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Twenty-one	Twenty one

One hundred forty-three	One hundred forty three
Seventy-six thousand five hundred eighty-seven	Seventy six thousand five hundred eighty seven

4. Do not use commas between other separate words that are part of one number.

WHAT WE DO ✅	WHAT WE DON'T DO❌
One thousand one hundred fifty-five	One thousand, one hundred, fifty-five
Seventy-six thousand five hundred eighty-seven	Seventy-six thousand, five hundred, eighty-seven

5. Spell out numbers used in casual expressions/exaggerations.

WHAT WE DO ✅	WHAT WE DON'T DO❌
A thousand times no!	A 1000 times no!
I told you a hundred times not to do this.	I told you a 1000 times not to do this.

6. For proper nouns or branded words, use words or numerals according to the practice.

WHAT WE DO ✅	WHAT WE DON'T DO❌
94.3 FM	Ninety-four point three FM
OnePlus	1Plus

7. Use numerals for address, age, percentage, speed, temperature or any other value with units.

	WHAT WE DO ✅	WHAT WE DON'T DO❌
Address	Flat No - C1, 109/58 Belaku	Flat No: C1, One hundred nine by fifty-eight Belaku
Age	I am 31 years old.	I am thirty-one years old.
Percentage	83%	Eighty-three percent or eighty-three %

Speed	17 kmph or 17 km/h	Seventeen km/h
Temperature	0K	Zero K, Zero Kelvin

8. For large numbers, use round figures.

WHAT WE DO ✅	WHAT WE DON'T DO❌
74,000+ concepts	74,567 concepts
234,675 competencies	2,00,000+ competencies

9. For large numbers, place a comma every third digit to the left of the decimal point.

WHAT WE DO ✅	WHAT WE DON'T DO❌
74,000+ concepts	74567 concepts
234,675 competencies	200000+ competencies

10. If there are space constraints, like in Facebook and Google ads or Tweets where there are character limits, shorten large numbers using abbreviations.

WHAT WE DO ✅	WHAT WE DON'T DO❌
74K+ concepts	74,000+ concepts
2L+ competencies Or 2 lakh competencies	2,00,000+ competencies
2M+ interconnections Or 2 million interconnections	2,000,000+ interconnections

ROMAN VS ARABIC NUMERALS

1. Use Roman numerals for book units, wars, monarchs and Popes.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Unit V - Human Physiology	Unit 5 - Human Physiology

World War II	World War 2
King George VI	King George 6
Pope John XXIII	Pope John 23

2. Use Arabic Numbers, in digits, for class and book chapters.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Class 6	Class VI
Chapter 5	Chapter V
Chapter 8	Chapter Eight

USING ORDINAL NUMBERS

1. Spell out first through ninth and use figures for 10 and above.

WHAT WE DO ✅	WHAT WE DON'T DO❌
He cleared his Masters with First Class First Division.	He cleared his Masters with 1st Class 1st Division.
He cleared the exam in his 11th attempt.	He cleared the exam in his eleventh attempt.

USING BOTH CARDINAL AND ORDINAL NUMBERS

1. To indicate ranking (as in, in an exam) and grade both ordinal numbers and cardinal numbers can be used. But make sure you use digits and not words.

	WHAT WE DO ✅	WHAT WE DON'T DO❌
ORDINAL NUMBER	He secured the 1st position in JEE Main.	He secured the first position in JEE Main.
CARDINAL NUMBER	He secured AIR 1 in JEE Main.	He secured AIR One in JEE Main.
ORDINAL NUMBER	He is in 9th grade. Or He is in 9th class.	He is in ninth grade. Or He is in ninth class.

CARDINAL NUMBER	He is in Grade 9. Or He is in Class 9.	He is in Grade Nine.

NOTE: If you are using ordinal numbers, 'grade' (with small 'g') or 'class' (with small 'c') should come after the number. If you are using cardinal numbers, 'Grade' (with capital 'G') or 'Class' (with capital 'C') should come before the number.

	WHAT WE DO ✅	**WHAT WE DON'T DO❌**
ORDINAL NUMBER	1st grade Or 1st class	1st Grade Grade 1st Class 1st 1st Class
CARDINAL NUMBER	Class 1 Grade 1	class 1 grade 1

ABBREVIATIONS

1. Use full form the first time with the abbreviation in brackets. Use abbreviations in subsequent mentions.

WHAT WE DO ✅	**WHAT WE DON'T DO❌**
EMBIBE's Knowledge Graph (KG) is a 3D representation of concepts. KG shows how concepts are interconnected.	EMBIBE's KG is a 3D representation of concepts. KG shows how concepts are interconnected. EMBIBE's Knowledge Graph is a 3D representation of concepts. KG shows how concepts are interconnected.

2. If an abbreviation is well-known, you can use it the first time.

   Example:
   Names of exams like Joint Entrance Examination (Main) and National Eligibility cum Entrance Test can be written as JEE Main and NEET, respectively.

3. The first letter of most abbreviations should be capitalised.

   Examples:
   'government' becomes 'Govt.' and 'department' becomes 'Dept.'

4. Avoid using abbreviations as shorthand.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Their association with the government resulted in unprecedented growth in the literacy rate of the state.	Their assc. with the government resulted in unprecedented growth in the literacy rate of the state.

5. If an abbreviation consists of several letters, you generally don't need to place periods between the letters.

WHAT WE DO ✅	WHAT WE DON'T DO❌
CEO	C.E.O.
CLT	C.L.T.
CBSE	C.B.S.E.
ICSE	I.C.S.E.
AP Board	A.P. Board

6. Even if an abbreviation is composed of just two letters, you shouldn't include the periods. **Example:** the AP Board (Andhra Pradesh Board), the JK Board (Jammu and Kashmir Board), the KG (Knowledge Graph)

7. Don't abbreviate city and state names unless SEO or character count limitations (like Facebook and Google ads) demand it. Check out the abbreviations for Indian states and Union Territories **here**.

DATES

1. Follow this format - **Day, Month Date, Year**. Note that there is no comma between Month and Date.

WHAT WE DO ✅	WHAT WE DON'T DO❌

Saturday, March 31, 1990	Saturday, March 31st, 1990 Saturday, 31st March, 1990 Saturday, 31/03/1990

2. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

   Example:
   Dec. 10 was the day of Aditi's birthday.

3. When a phrase lists only a month and year, do not separate the month and the year with commas.

   Example:
   February 1980
4. When a phrase refers to a month, day and year, set off the year with commas.

   Example:
   April 24, 1989

TIME

1. Use figures except for noon and midnight.
2. Use a colon to separate hours from minutes.

   Example:
   2:30 am

3. 4 o'clock is acceptable, but time listings with am or pm are preferred.

PUNCTUATION

1. **APOSTROPHE**
   a. For plural nouns ending in 's', add only an apostrophe.

WHAT WE DO ✅	WHAT WE DON'T DO❌
The girls' toys	The girls's toys
States' rights	States's rights

b. For singular common nouns ending in 's', add an apostrophe with an 's'.

WHAT WE DO ✅	WHAT WE DON'T DO❌
The hostess's invitation	The hostess' invitation
The witness's answer	The witness' answer

c. For singular proper names ending in 's', use only an apostrophe.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Descartes' theories	Descartes's theories
Kansas' schools	Kansas's schools

d. For singular proper names ending in s sounds such as x, ce, and z, use 's.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Marx's theories	Marx' theories
The prince's life	The prince' life

e. For plurals of a single letter, add an apostrophe with an 's'.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Mind your p's and q's.	Mind your ps and qs.

f. Do not use 's for plurals of numbers or multiple letter combinations.

WHAT WE DO ✅	WHAT WE DON'T DO❌
The 1980s	The 1980's
RBIs	RBI's

2. COMMA

a. Use the standard comma and not the Oxford comma (the comma before the conjunction).

WHAT WE DO ✅	WHAT WE DON'T DO❌
Cats, dogs and cows	Cats, dos, and cows

3. **COLON**
   a. Capitalise the first word after a colon only if it is a proper noun or the start of a complete sentence.

WHAT WE DO ✅	WHAT WE DON'T DO❌
We promise you this: You will reach your true potential if you use EMBIBE.	We promise you this: you will reach your true potential if you use EMBIBE.
Learning outcomes depend on two factors: knowledge and skills.	Learning outcomes depend on two factors: Knowledge and Skills.

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

4. **HYPHEN**
   a. Use a hyphen for compound adjectives before the noun.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Well-known educator	Well known educator
Full-time job	Full time job
3-year course	3 year course

   b. Do not use a hyphen when the compound modifier occurs after the verb.

WHAT WE DO ✅	WHAT WE DON'T DO❌
The teacher was well known.	The teacher was well-known.
Her job became full time.	Her job became full-time.

   c. Do not use a hyphen to denote an abrupt change in a sentence — use a dash, by striking the hyphen key twice.

5. **PARENTHESES**
   a. Avoid using parentheses, except for writing abbreviations the first time. It makes the sentence difficult to read and understand.

b. If you really have to use parentheses, follow these:

i. If the material is inside a sentence, place the period outside the parentheses.

ii. If the parenthetical statement is a complete independent sentence, place the period inside the parentheses.

6. PERIOD

a. Use a single space after the period at the end of a sentence.

WHAT WE DO ✅	WHAT WE DON'T DO❌
RBI Grade B 2022 will start on Jan. 1, 2022. It will be conducted on four consecutive days.	RBI Grade B 2022 will start on Jan. 1, 2022.It will be conducted on four consecutive days.

b. Do not use periods at the end of headlines or subheadlines.

WHAT WE DO ✅	WHAT WE DON'T DO❌
Upto 23% Improvement in Score in Just 2 Tests	Upto 23% Improvement in Score in Just 2 Tests.

7. QUOTES

a. In dialogue, each person's words are placed in a separate paragraph, with quotation marks at the beginning and end of each person's speech.
b. Periods and commas always go within quotation marks.
c. Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.
d. Use single marks for quotes within quotes: She said, "He told me, 'I love you.'"

NAMES

1. Use first and last name on the first mention. Thereafter, use only their last name.

2. Do not use courtesy titles such as *Mr., Mrs., Miss* or *Ms.* unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

WHAT WE DON'T DO❌	WHAT WE DO ✅
"This technology can finally solve the problem that students face due to lack of quality teachers," said Mr. Ajay Singh Gangwar, District Magistrate, Jawad. *"EMBIBE has been like a blessing to all of us,"* Mr. Gangwar added.	*"This technology can finally solve the problem that students face due to lack of quality teachers,"* said Ajay Singh Gangwar, District Magistrate, Jawad. *"EMBIBE has been like a blessing to all of us,"* Gangwar added.

3. Instead of first/middle names, initials can also be used. Do not put a space between initials. Do

not put a period after initials.

WHAT WE DON'T DO❌	WHAT WE DO ✅
A S Gangwar OR A. S. Gangwar	AS Gangwar

4. Some people prefer to be addressed in a certain way. Respect that. For example, the author of the EMBIBE Copy Guide prefers to be addressed as 'Pritam'. No surname or anything.

TABLE

1. The **row and column headings** should be **bold, all capital and centre-aligned**.
2. Text and numerals in all other cells should be normal and centre-aligned.

	COLUMN 1	COLUMN 2	COLUMN 1
ROW 1	Item 1	Item 2	Item 3
ROW 2	Item 4	Item 5	Item 6
ROW 3	Item 7	Item 8	Item 9
ROW 4	Item 10	Item 11	Item 12

LISTS

1. Use ordered lists - 1, 2, 3, 4... , if the sequence of the items matter. Otherwise, use unordered lists - a, b, c, d...
2. Do not use periods at the end of the items in a list unless they are complete sentences.

BRANDED WORDS

1. Go by what's used on their official website.

WHAT WE DON'T DO❌	WHAT WE DO ✅
JEE Mains	JEE Main
DarwinBox	Darwinbox

Youtube	YouTube

HIGHLIGHTING TEXTS

Although not used very frequently, important sections/sentences of text-heavy documents need to be highlighted for easy readability. This is especially important in emails, Confluence articles, AI and Outcomes articles, any official document or presentation.

WRITING FOR SOCIAL MEDIA

EMBIBE has a presence on most major social media platforms. Here are our most active accounts and what we usually post on each:

1. **LINKEDIN:** Product/feature news, brand marketing, recruiting content, media mentions, evergreen content, topical/event-based content
2. **FACEBOOK:** Product/feature news, brand marketing, topical/event-based content, media mentions, evergreen content, success stories
3. **INSTAGRAM:** Product/feature news, brand marketing, topical/event-based content, evergreen content, success stories
4. **TWITTER:** Product/feature news, brand marketing, topical/event-based content, evergreen content, success stories

WRITING POST DESCRIPTIONS

LinkedIn, Facebook and Instagram allow long post descriptions. Twitter has a character limit of 280. We try to keep our post descriptions short and crisp on all four channels.

- **Twitter:** 280 characters (including hashtags)
- **Facebook:** 500 characters (including hashtags)
- **LinkedIn:** 500 characters (including hashtags)
- **Instagram:** 500 characters (including hashtags)

Despite the character limits, make sure to adhere to EMBIBE copy guidelines.

1. Write short and smart post descriptions.
2. Use relevant hashtags.
3. Do not alter spellings or punctuations.
4. You can use the shorter version of some words, like ‘info’ for ‘information’. But do not use numbers and letters in place of words, like ‘4’ instead of ‘for or ‘u’ instead of ‘you’.
5. Never ask for likes, shares, favourites, etc. on the post description.

HASHTAGS

We do not use current event or trending hashtags unless they are relevant to EMBIBE or education or the post. Some of the hashtags that we use in most of our social media posts are:

- #EveryChildWillAchieve
- #AIforAll
- #AIforGood
- #AIforEducation
- #OneEmbibeOneTribe
- #Embibe
- #TrueAI
- #NoChildLeftBehind
- #LearningOutcomes

WRITING SMS

EMBIBE uses SMS to inform/educate users about the launch of new products, features and exams. We also use SMS to send nudges/encourage/remind users to use a particular feature. The character limit for SMS is 160. But we cannot utilise all 160 characters for the copy as every SMS must include a link to the relevant page of the app/website.

GUIDELINES TO WRITE SMS

1. SMS copies shouldn't exceed **148 characters**.
2. Make sure to use shortened URLs.
3. Make sure to set UTM parameters while shortening URLs.
4. Do not alter spellings or punctuations.
5. Make sure that the SMS copy is relevant, timely, personal and actionable.
6. Start off the SMS copy with the most important aspect of the communication.

EXAMPLE SMS COPIES

a. Ace your CBSE Class 12 Physics Term 1 Exam with EMBIBE's Predicted Paper, 95% similar to the actual exam! Don't miss out! Take the test on EMBIBE! <ONE-LINK>
b. Get an unfair advantage over your class with EMBIBE's CBSE 12th Physics Term 1 Predicted Paper. 95% similar to the actual exam! Attempt the test now! <ONE-LINK>
c. NEW on EMBIBE! Predicted paper for CBSE 12th Physics Term I, 95% similar to the actual exam! Take the test & find out your predicted score now <ONE-LINK>

WRITING WHATSAPP MESSAGES

EMBIBE uses WhatsApp for the following purposes:

1. To respond to user-initiated chats - This happens through Chatbot
2. To automate the Doubt Resolution process
3. To send nudges, i.e. to encourage/remind users to use a particular feature - Promotional
4. To inform/educate users about the launch of new products/features - Promotional
5. To respond to a user's interaction with the website/app - Transactional

6. For internal communication about product/feature launch or any other official information

No matter what the purpose of the message is, it should stick to EMBIBE's Tone of Voice as elaborated in the Voice and Tone section.

Writing WhatsApp messages is tricky. WhatsApp doesn't allow businesses to send promotional messages to users unless the conversation is initiated by the user.

It has to be transactional - it must look like the message is in response to a user's interaction with the website/app. So, even if we send nudges to users to encourage them to use a certain product feature, it should be in the guise of transactional messages.

WHAT WE DON'T DO❌	WHAT WE DO ✅
Hey there, we are delighted to announce that we have launched EMBIBE in Hindi. 😇 Now, you have the freedom to Learn, Practice and Test in Hindi. 😎	Hey there 👋👋 We hope you are having an awesome learning experience on the all-new EMBIBE. 😎 Till today, you have watched <X> 3D videos 📽️, solved <Y> questions ❓ and taken <Z> tests📄. On average, you are spending <ABC> minutes on EMBIBE every day ⌚. However, as per your personalised preparation plan, you should study in your own language. To change language settings, follow these steps:
Did you know that EMBIBE can pinpoint your strong and weak behaviours impacting your exam score?😎 Check your **Sincerity Score** now.	Congratulations! You have taken your first test on EMBIBE. 😎 As a next step, you should check your **Sincerity Score** to know your behavioural strengths and weaknesses. Click on the link below: <CHECK YOUR SINCERITY SCORE>

GENERAL TIPS

- Try to keep the WhatsApp messages **as short as possible**.
- If the purpose of a WhatsApp message is to send nudges to users to use a particular feature, try to provide clickable buttons which would land them on that particular feature page. Do not write step-wise guidance.
- If clickable buttons are not available, try to keep the message and step-wise guidance below 500 characters.
- Make sure to use relevant emojis in WhatsApp messages. But don't overdo it.

WRITING EMAILS

EMBIBE uses emails for both internal and external communications.

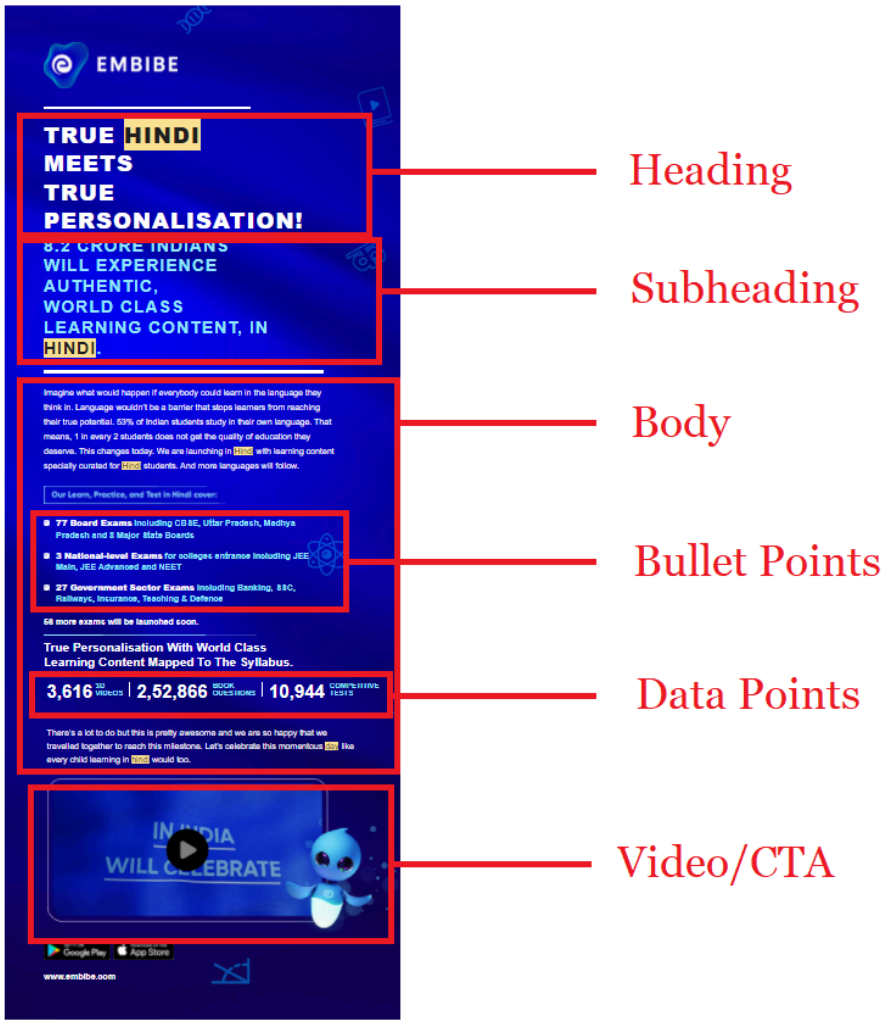
- To send nudges, i.e. to encourage/remind users to use a particular feature (external)
- To inform/educate users about the launch of new products/features (external)
- To respond to a user's interaction with the website/app, like a request for OTP, password reset, etc. (external)
- For internal communication about product/feature launch or any other official information

The structure and elements of an email vary depending on the purpose of the email and the target audience.

Emails sent to users (external audience) are usually designed by the Brand Team and then HTMLised. While writing such email copies, make sure they include the following elements:

a. Subject Line
b. Heading
c. Subheading
d. Email Body
    i. Paragraph(s)
    ii. Bullet Points/Lists (if relevant)
    iii. Data Points (if relevant)
    iv. Video (if relevant)
    v. CTA

Here is a sample email sent to students to inform them about the Hindi launch:



GUIDELINES TO WRITE EMAIL COPIES

1. Keep the subject line short and clear. Be creative but be straightforward too. Follow general rules of writing headlines as stated in the section for **Headings and Subheadings** for subject lines.
2. Limit the subject line to **50 characters**.
3. Keep the heading short and evocative.
4. Make sure the subheading is an extension of the heading.
5. Put your key message/offer in the upper-third section of your email.
6. Write small paragraphs.
7. Include ordered/unordered lists if possible.
8. Include data points if possible.
9. Include a video if possible.
10. Make sure to include a CTA.
11. Make sure the content of the email reinforces and never conflicts with EMBIBE's mission and brand.
12. Incorporate brand tonalities.

13. Capitalise proper names of Embibe products, features, pages, tools and teams when directly mentioned.
14. Do not use jargon. If used, make sure to explain what they mean.
15. For textual emails, i.e. emails that are not HTMLised, make sure to break down the content into proper headings and subheadings. Headings and subheadings in this kind of email should be bold. Also, follow general rules of Headings and Subheadings as stated in the relevant section of the document.
16. Follow other guidelines as stated in the document.

WRITING PUSH NOTIFICATIONS

We send push notifications to our users for the following purposes:

- To send nudges, i.e. to encourage/remind users to use a particular feature
- To inform/educate users about the launch of new products/features

CHARACTER LIMIT FOR PUSH NOTIFICATIONS

For Android:
Title: 65
Description: 240

For iOS: 178

GUIDELINES TO WRITE PUSH NOTIFICATIONS

- As the character limit for push notifications is different for Android and iOS, write different copies for them.
- For iOS devices, there is no separate title and description. So, write accordingly.
- Although there are character limits, you don't have to utilise them all. The shorter it is, the better.
- Make sure to incorporate the brand tonalities as explained in the Voice and Tone section.
- Make sure the message is clear and actionable.
- Do not use jargon.
- The title should be ALL UPPERCASE.
- The description should be written in the sentence case.

EXAMPLE PUSH NOTIFICATIONS

Push Notifications for Kannada Launch

Android:
TITLE: THE FREEDOM TO ACHIEVE IN YOUR LANGUAGE IS HERE
DESCRIPTION: Authentic learning, practice & tests created for KA Board in KANNADA. Get started now!

iOS:
The Freedom to Achieve in your language is here! Authentic learning, practice & tests created for KA Board in KANNADA. Get started now!

Push Notification for Starting Achieve Journey

Android:
TITLE: START YOUR JEE ACHIEVEMENT JOURNEY TODAY!
DESCRIPTION: 1,534 students near you, preparing for <EXAM>, have seen an average score improvement of 38% in just 25 days. Begin your ACHIEVE journey today to guarantee your score improvement!

WRITING IN-APP NOTIFICATIONS

We send in-app notifications to our users for the following purposes:

- To send nudges, i.e. to encourage/remind users to use a particular feature
- To inform/educate users about the launch of new products/features

CHARACTER LIMIT FOR IN-APP NOTIFICATIONS

Title: 22
Description: 75

GUIDELINES TO WRITE IN-APP PUSH NOTIFICATIONS

- Make sure to incorporate the brand tonalities as explained in the Voice and Tone section.
- Make sure the message is clear and actionable.
- Do not use jargon.
- The title should be ALL UPPERCASE.
- The description should be written in the sentence case.

EXAMPLE IN-APP NOTIFICATIONS

In-app Notification for Adding Books

TITLE: SAY GOODBYE TO READING
DESCRIPTION: 934 students near you are watching JEE books in 3D! Add your books now!

In-app Notification for EMBIBE Big Books

TITLE: 1 BIG BOOK & DONE!
DESCRIPTION: Explore the best of all important course & reference books in 1 Big Book

In-app Notification to Start Achieve Journey

TITLE: BECOME AN ACHIEVER!
DESCRIPTION: Join 65,345 JEE aspirants to experience a personalised ACHIEVE journey!

WRITING TECHNICAL CONTENT

This section will lay out the guiding principles of technical content and outline the process of writing and editing technical articles.

BASICS

Technical content usually provides answers to specific questions. A question might be broad or narrowly focussed but our goal is to provide the answer to the question. So, before writing or editing a piece of technical content, it is important to identify and understand the audience. To do that, ask these questions:

1. Who is the reader? A prospective user, a new user or an experienced user? A student, teacher or parent? Or maybe a prospective employee or an investor?
2. What is the goal of the user? To complete a task? To understand what exactly we are doing? To research a topic?

Do not overload the reader with unnecessary information, choices or complex ideas or phrases when you don't have to. This is particularly critical when a reader is new to the platform.

If it is an article, provide a brief outline of the article's focus in an introductory paragraph. Keep sentences, paragraphs and procedural steps focussed and concise.

TYPES OF TECHNICAL CONTENT ON EMBIBE

At EMBIBE, technical content appears primarily in our:

1. Confluence Pages
2. AI Pages
3. Outcomes Pages
4. Help Pages

TECHNICAL CONTENT TYPE	AUDIENCE	GOAL
Confluence Pages	Internal (Embibers)	Provide a high-level explanation of EMBIBE's technologies as well as guidelines and working principles for different teams
AI Pages	External - Prospective Employees, Investors, Teachers, Parents, Interested Students (in the same order)	Provide a mid-level explanation of EMBIBE's technologies as well as open problems we are working on. Shouldn't be too complex to understand.
Outcomes Pages	External - Prospective Employees, Investors, Teachers, Parents, Interested Students (in the same order)	Provide a high-level explanation of how pedagogical models and learning theories have been incorporated into building the

		EMBIBE platform.
Help Pages	External - Users (Students, Teachers, Parents)	Tutorials and troubleshooting content to help users use and navigate through the product.

GUIDELINES FOR WRITING TECHNICAL CONTENT

1. **ABBREVIATIONS:** Follow general rules of abbreviations as stated in the section for 'Abbreviations' except while using EMBIBE's technical terms for external readers. Do not use abbreviations of EMBIBE's technical terms while writing for an external audience.

EMBIBE'S TECHNICAL TERMS	HOW WE WRITE FOR INTERNAL AUDIENCE	HOW WE WRITE FOR EXTERNAL AUDIENCE
Knowledge Graph	'Knowledge Graph' on the first mention with the abbreviation, 'KG' within brackets. Just 'KG' in subsequent mentions.	Always 'Knowledge Graph'
Content Grail	'Content Grail' on the first mention with the abbreviation, 'CG' within brackets. Just 'CG' in subsequent mentions.	Always 'Content Grail'
Data Lake	'Data Lake' on the first mention with the abbreviation, 'DL' within brackets. Just 'DL' in subsequent mentions.	Always 'Data Lake'
Personalised Achievement Journey	'Personalised Achievement Journey' on the first mention with the abbreviation, 'PAJ' within brackets. Just 'PAJ' in subsequent mentions.	Always 'Personalised Achievement Journey'

2. **CAPITALISATION:**
   a. Capitalise proper names of Embibe products, features, pages, tools and teams when directly mentioned (Refer to the table under **Capitalisation Rules for Content Within the Body** section).

   b. In step-by-step instructions, capitalise and bold navigation and button labels as they appear in the app/website. Also, make sure to mention the step numbers. All letters in 'step' should be uppercase, followed by the number. Make it bold.

WHAT WE DON'T DO❌	WHAT WE DO ✅

Step 1: Click on the view test feedback button.	**STEP 1:** Click on the **View Test Feedback** button.
1st STEP: Click on create your own test.	**STEP 1:** Click on **Create Your Own Test**.

3. **TITLES, HEADINGS AND SUBHEADINGS:**
   a. Stay relevant to the title. When a user clicks the title of an article, they expect to find the relevant information and answer they want. Don't stray too far from the title or topic at hand. Use links to make related content available. This is especially important for Confluence Pages and Help Pages. For AI and Outcomes Pages, the title can be a little fancy.
   b. Organise article content with proper headings and subheadings - H2s and H3s. Use H2s for higher-level topics or goals and use H3s within each section for supporting information or tasks.
   c. Follow general rules of writing headlines and subheadlines.
   d. Make sure that the headlines are short and to-the-point, to facilitate scanning. Focused users often scan an article for the part that will answer their particular question.

4. **LISTS:**
   a. Use ordered lists when the sequence matters.
   b. Use unordered lists to display examples or multiple notes.
   c. Do not use periods at the end of the items in a list unless they are complete sentences.

5. **TABLES:** Use tables wherever relevant. Follow general rules of creating tables.

GUIDELINES FOR WRITING HELP ARTICLES

A great help article teaches people about your product - how to use the product or any of its specific features and it tells them how they can get benefitted using it. When your writing is confident and accessible, they get excited about using the product. Here's how to write in a way that educates your readers and helps them find what they need.

1. Be empathetically strong and feel your readers' problems. What are they looking for? The content should provide exactly what your readers are looking for.
2. Be crystal-clear about the objective of the article. What purpose is it going to serve?
3. Write what you know. Write like you speak.
   a. While explaining a complex product feature, simplify it. Use easy-to-understand language like you would have used while talking about it and explaining it in person.
   b. While explaining a step-wise process, break it down into the most basic steps. Do not skip even the most obvious steps. Use relevant screenshots of the product wherever possible.
4. Write short paragraphs.
5. Add bullet points, dividers and images wherever applicable.
6. Use active voice.
7. Do not overwhelm the reader with unnecessary information. Provide only relevant information.
8. If the article is too long, make it easy to scan. Break it down into proper headings and subheadings. Follow general rules of Headings and Subheadings as explained in the relevant section.

9. Keep your tone upbeat and positive. Keep your advice to the point, accessible, empowering and friendly.
10. Link to relevant articles if necessary.
11. Capitalise and bold navigation and button labels as they appear in the app/website. Also, make sure to mention the step numbers. All letters in 'step' should be uppercase, followed by the number. Make it bold.

BRAND TEMPLATES

Always use brand templates while using docs and presentations.

DOCUMENT

TITLE FONT: Roboto Bold
TITLE FONT SIZE: 16
TITLE FONT COLOUR: #14005a
ALL UPPERCASE
SUBHEADING FONT: Roboto Medium
SUBHEADING FONT SIZE: 14
SUBHEADING FONT COLOUR: #14005a
SUBHEADING HIGHLIGHT COLOUR: #00ffbe
ALL UPPERCASE
PARAGRAPH FONT: Roboto Normal
PARAGRAPH FONT SIZE: 10
PARAGRAPH FONT COLOUR: #14005a

EMBIBE Brand Document Template

PRESENTATION

Make sure that the title and section headers are all UPPERCASE. Font size can be changed as per the requirement.

EMBIBE Brand Presentation Template

WORD LIST & ABBREVIATIONS

UK-US Spellings
Abbreviations of Indian States and Union Territories
List of Other Words, How They Should Be Spelled and Their Abbreviations (if applicable)