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## Introduction

The effectiveness of Tyfoom messaging heavily depends on the quality of its content. If our visuals or messaging is inconsistent or is riddled with errors, it is a hindrance to building the image that we want to convey. From blog posts to presentations, and from images to the simple emails we write every day, it's important that we equip ourselves with the right tools so we can present a consistent voice in everything we do.

This guide will cover the most common questions in writing for Tyfoom and describes the best practices that should be followed when writing for Tyfoom in all facets of the business.



# Messaging and Taxonomy



## Company Name

The company name is a very important part of branding, and it is very important that we are consistent in its usage across the board in order to maximize its effectiveness.

The official brand name is Tyfoom. It should be used in front of the first mention of all product names, solutions and other offerings.

The phrase “the company” may be used in cases where the company name would be too repetitive. Avoid using “Tyfoom” in titles.

Use Tyfoom and other trademarks as adjectives. Trademarks are adjectives and should be followed by the generic term they modify. In the first use, and then as often as reasonable and whenever possible, use any Tyfoom trademarks as an adjective followed by the generic noun that it describes, such as “software,” “platform,” “product,” “subscription,” or “service.”

Avoid use of Tyfoom trademarks as nouns, verbs, or in the possessive or plural form. NEVER use Tyfoom as a verb, I.E. “We Tyfoomed today.”

Do not alter Tyfoom Trademarks. Trademarks should be used consistently and should not be altered. For example, do not vary the appearance of Tyfoom trademarks by abbreviating them, using improper capitalization, incorporating them into acronyms, changing their spelling, or adding words or design elements to the trademarks.



## Company Messaging

### **Problem**

Those who need to connect, engage and empower employees through communication and training face a difficult challenge: They struggle at providing consistent communication and training for employees simply and effectively.

### **Drivers**

These challenges become more difficult over time due to employers competing to get the attention of a time-strapped, mobile and on-the-go workforce who have shorter attention spans and feel a disconnection from company leaders that hurts morale, productivity and employee engagement.

### **The story:**

93% of business leaders agree that “communication is the backbone of business.” But, to be blunt, most businesses struggle with employee communication. The timing is poor, the channel delivery is poor and the engagement is poor.

This is because they don’t fully understand what employee communication is. While the purpose of communication is to convey information, the purpose of employee communication is to inform, educate and to achieve a desired outcome: better, happier, loyal and more engaged employees that help the organization achieve its goals.

The fact is that training is the #1 way companies communicate with employees. Not just professional development, but the purpose behind professional development, learning management systems, intranets, team meetings, 1:1s, town halls, and even email, is to train - or empower - employees to do their jobs more effectively.

Those responsible for connecting with and empowering employees through communication and training face a difficult challenge: They struggle at providing consistent communication and training for employees simply and effectively.

This becomes more difficult over time due to employers competing to get the attention of a time-strapped, remote and on-the-go workforce who have shorter attention spans and feel a disconnection from company leaders that hurts morale, culture, productivity and employee engagement.



Over the years, different solutions have been developed to help with employee communication and training. Learning management systems (LMS), human resource information systems (HRIS) and Intranets are centralized, but are static, difficult to use, complex to administer and don't connect employees to the brand. In-person training, meetings and email are simple - once you work through the scheduling - but they are boring, irrelevant and easily forgotten. Peer-to-peer communication and collaboration software is not designed for top-down communication or training and information is not easily accessible if it has not been recently posted. Microlearning apps are engaging, but course ware is difficult to create, software complex to administer, and difficult for the employee to find relevant courses and information.

What is needed is a solution that combines the simplicity and ease of in-person communication and training with a platform that consistently delivers highly-engaging content in a way to ensure retention and build a connection with the organization.

Which is precisely what Tyfoom provides.

### **Use cases**

Tyfoom dramatically simplifies the process of training, communicating, and engaging employees to help organizations build a learning culture.

Tyfoom helps organizations more effectively manage training, communication and engagement through video-based microlearning, content deliver, messaging, forms, policies and document delivery, and time tracking.

Employing science-based techniques and gamification, Tyfoom has a 72 percent daily engagement rate and a 91 percent monthly engagement rate, so you can be sure employees will adopt and use Tyfoom.

Tyfoom takes the pain - and friction - away associated with delivering effective communication to your employees.



## **Differentiation**

### *Easy and Simple*

- Simple to manage, implement and create training
- Easy to consume, understand and put to use
- Personal, bite-sized content ensures retention of concepts
- Contextual and easy-to-apply information is fingertip accessible on-demand
- Accountable and track-able with instant visibility dashboard
- Ready-to-go content and playlists are available and automated

### *Consistent and Engaging*

- Consistent daily employee communication and training
- Engaging platform and gamification ensures usage and adoption
- Non-disruptive delivery within flow of work to maintain productivity
- Relevant content delivered in role- and behavior-based playlists
- Purposeful from top-down to ensure standardization of best practices
- Connecting employees with leadership and brand to build culture



## Mission and Descriptor Statements

There are several official descriptors that communicate about the company and what it does. Each may be utilized for different written material depending on content need, length requirements and other standards.

- The Tagline is a brief statement of who we are. It is also used as a descriptor in press releases.
- Mission statement tells what the company's mission is.
- Boilerplate: "About Tyfoom" is contextual and should be used in longer form content including award entries, white papers, websites, ebooks, events, press releases, use cases and other documents where hyperlinks may be employed for the mentioned social media accounts. If needed the links to social media platforms may be deleted.
- The 50-word descriptor should only be used when space constraints limit the ability to use any of the longer descriptors. Priority should be given to longer descriptions first before using shorter ones.
- The 25-word descriptor should only be used when space constraints limit the ability to use any of the longer descriptors. Priority should be given to longer descriptions before using shorter ones.
- The 10-word descriptor should only be used when space constraints limit the ability to use any of the longer descriptors. Priority should be given to longer descriptions before using shorter ones.

Questions on the usage of each should be directed to [communications@tyfoom.com](mailto:communications@tyfoom.com)

### **Tagline:**

#1 Engagement platform for employee communication and training

### **Mission:**

To empower organizations and individuals to become more.



## Boilerplate

### About Tyfoom

Tyfoom is the #1 engagement platform for employee communication and training. Tyfoom provides a simple and easy way to connect all employees with leaders every day to improve culture, productivity and employee engagement. Tyfoom employs non-disruptive, science-based techniques and gamification to facilitate the transfer of knowledge and increase accountability. For more information visit: [www.tyfoom.com](http://www.tyfoom.com).

### 75-word descriptor

Tyfoom is the #1 engagement platform for employee communication and training. Tyfoom provides a simple and easy way to connect all employees with leaders every day to improve culture, productivity and employee engagement. Tyfoom employs non-disruptive, science-based techniques and gamification to facilitate the transfer of knowledge and increase accountability. Tyfoom helps organizations more effectively manage training, communication and engagement for remote, mobile and on-the-go employees through video-based microlearning, content distribution, messaging, forms, policies and document delivery, and time tracking.

### 50-word descriptor

Tyfoom is the #1 engagement platform for employee communication and training. Tyfoom provides a simple and easy way to connect all employees with leaders every day to improve culture, productivity and employee engagement. Tyfoom employs non-disruptive, science-based techniques and gamification to facilitate the transfer of knowledge and increase accountability.

### 25-word descriptor

Tyfoom is the #1 engagement platform for employee communication and training. We provide a simple and easy way to connect with employees and facilitate the transfer of knowledge.

### 10-word descriptor

Tyfoom is the #1 engagement platform for employee communication and training.



# Voice and Tone



## Overview

Voice, tone and style are important parts of how the brand is represented. The following definitions give an overview of what is meant by each:

Voice is the personality of the brand. It can usually be described in a few words. It may evolve over time, and does not change quickly.

Tone, or tone of voice, are the ways we articulate and communicate the brand voice to others. It is a consistent representation of brand voice, but changes depending on the medium, message, or audience.

Style is the mechanics of how we write to convey our voice and tone. Words, punctuation, etc. It should be consistent and does not typically change.

The company voice should rarely change, while tone may change based on the situation, communication channel, and emotional state of the person that is being addressed. For example, one tone may be used for web collateral, while different tones would be used for direct mail, customer meetings, or press meetings.



## Voice

Tyfoom's voice reflects our values: Heart, Grit and Drive.

Although slightly informal, familiar and conversational, Tyfoom communicates the most complex subjects in a simple way that cannot be misunderstood. When writing on behalf of the company, employees and contractors should be informative, concise, friendly, confident, optimistic, and inspirational, sounding as human as possible.

### 1. Concise:

- a. Clear, free from unnecessary complexity, jargon or ambiguity, and easily understood.
- b. Precise and to the point, using only the necessary words to convey the message effectively and avoids unnecessary elaboration, repetition or details.
- c. Stays on topic and maintains a focused approach without digressions or tangents.
- d. Brief, using the minimal amount of words to deliver the message succinctly and efficiently.

### 2. Informative:

- a. Clear, concise, factual, and focused on providing knowledge or information.
- b. Wise, knowledgeable, and possessing deep understanding of relevant and interesting subjects or situations.
- c. Educational, knowledgeable, instructional, and oriented towards imparting knowledge or teaching.
- d. Insightful, perceptive, providing profound understanding or discernment into a subject or situation.

### 3. Friendly:

- a. Warm, amicable, and approachable, creating a comfortable and pleasant atmosphere.
- b. Appreciative, thankful, and expressing acknowledgment or recognition for others' contributions or achievements.
- c. Cooperative, supportive, collaborative, and inclined to work with others or find common ground.
- d. Curious, inquisitive, eager to learn, and interested in



exploring new ideas or understanding more deeply.

**4. Confident:**

- a. Self-assured and strong in conveying ideas or perspectives, but avoids being pushy, arrogant, or pretentious.
- b. Bold, daring, courageous, and willing to take risks or make confident decisions.
- c. Authoritative, assertive and confident in making statements or expressing opinions.
- d. Direct, straightforward, concise, and to the point in communication yet authentic, genuine, and transparent in thoughts, actions, and communication.

**5. Inspirational:**

- a. Motivating, uplifting, and aiming to inspire or evoke strong emotions.
- b. Optimistic, positive, hopeful, and focusing on positive outcomes or possibilities, but is grounded in reality and provides a realistic path for prospects and customers to follow.
- c. Visionary, forward-thinking, imaginative, and inclined towards innovative or groundbreaking ideas.
- d. Charismatic, leadership-driven, and capable of guiding or influencing others towards a common goal.



## Tone

While slightly informal, Tyfoom's tone is always minimalistic yet clear. With this brevity, a strategic long-term and accurate view of what the future holds should always come through.

Real-world stories, proof points, and examples are used to illustrate concepts. Facts, statistics and research should be used frequently and citations referenced. Metaphors, examples, emotional facts, figures and illustrations should be employed in written and verbal communication as appropriate, but metaphors and examples should be used sparingly on the company website.

Humor may be utilized as needed. Short sound bites and facts that readers can remember should be utilized. Research should not be overused in long strings of stats that are overwhelming.

The company should remain personable and show a clear understanding of customer needs. A pragmatic, customer-centric and customer-success world view should also be evident. Wherever possible, return on investment (ROI) should be communicated.

The company uses active, rather than passive voice, avoids slang and jargon and is optimistic and positive in tone, especially about the future. The reader should never feel like the company engages in fear mongering or employs negative language to communicate, but instead, emotions should be based in fact.

Tyfoom will typically avoid references to other companies in written material, unless it is a case study or comparison of product features, or authorized by a company spokesperson. This is particularly important in press materials, blog posts and statements about possible breaches by current or potential customers that could be perceived to be negative. If in doubt, take the high road.

Communicate in clear, familiar terms. For clarity, short words are better than long words. Simple sentences are preferred to complex sentences. Strive to make your point in as few words as possible. The goal is to write knowledgeably in a style the audience can relate to. As you write, think internationally and avoid colloquial or culture-specific language.

Examples of Tyfoom's tone include Tyfoom's blog entries since March 2022 and current website.



## General Style Guidelines

The remainder of this document covers the corporate messaging and writing style of the company.

### **AP style**

The Associated Press Style book will be used for everything not mentioned in this guide and is the standard for all website writing, except technical documentation. The style book can be located at: <https://www.apstylebook.com>.

Technical documentation will follow IBM's developerWorks editorial style guide located at: <https://www.scribd.com/document/419422099/IBM-DeveloperWorks-Editorial-Style-Guide-for-Technical-Writing#>.

### **Dictionary**

Spelling can vary widely depending on the dictionary used. Tyfoom will use the Merriam-Webster dictionary as the base for spelling.

For spelling help, use the first word listed at: <https://www.merriam-webster.com/>.

### **English variations**

International material and/or references to international items should use country-related spellings of relevant words (e.g., a blog about Australia regulation, should it be written with English-Australian spelling).



# Company Specific Styles



## Tyfoom Style Examples

### Inverted Pyramid

*Write in inverted pyramid style:*

- Use front-loading paragraphs to make the most important point first.
- Write short concise sentences; we recommend 10 to 15 words.
- Create short paragraphs; we recommend one to three sentences.
- Organize content into sections using headings, subheads, and bulleted lists. This makes it easy to scan or quickly read a page.
- Do not use bold to draw attention to marketing words such as free or discount.

### New (use of word)

Do not use the word “new” in our online messaging. If a user sees a message or page with new in the messaging, then returns a month later and sees that we still describe something as new, it detracts from our credibility.

### Titles

Use title case for all headline titles. Use sentence case for subtitles and non-title headers.

- Use initial capitalization, capitalizing the first and last words, and all nouns, pronouns, adjectives, verbs (including Is), and adverbs.
- Capitalize all subordinating conjunctions (if, because, as, that, etc.).
- Do not capitalize articles (a, an, the).
- Do not capitalize coordinating conjunctions (and, but, for, nor, or).
- When titles include hyphenated words, capitalize both words.

*Correct (blog post):*

Feeling Safe at Work? More Than Two-Thirds Say No



## Paragraphs

*Follow these guidelines when creating paragraphs:*

- A paragraph of introduction or welcome should be about 30 words. It should not exceed 50 words.
- A paragraph of information is considered digestible by a reader if it's within 100 words; 60 to 80 words are preferable.

## Bulleted lists

A bulleted list should have at least two items and no more than six. The length of a bulleted phrase should not exceed 10 words. Make bulleted lists as concise as possible and grammatically parallel; that is, use all verb phrases, all noun phrases, etc. Use punctuation consistently; if any of the bulleted list items are complete sentences, then use periods after all items.

## Oxford commas

The oxford comma is not discussed in the AP style book and as a result will not be used in Tyfoom-related writing.

*Correct:*

Keith invited the developers, Charles and James. (Implies that Charles and James are developers)

*Incorrect:*

Keith invited the developers, Charles, and James.

## Periods

Use periods in bulleted lists and captions for complete sentences or verb phrases. Do not use periods after titles, headings, subheads, or figure call outs. Use only one space between a period and the beginning of a new sentence.

## Semicolons

Use semicolons to mark a more important break in sentence flow than that marked by a comma. Always use semicolons between the two parts of a compound sentence (independent or coordinate clauses) when they are not connected by a conjunction.

*Examples:*

- Typically, users will use the Tyfoom platform each day; however, they can request a pause in the delivery of their videos from the app.
- Customer service means more than pleasant apologies when an order falls through; it means proactively ensuring that the ordering process works smoothly.

**Slashes**

Do not use spaces before or after slashes:

*Correct:*

Persistent nearline/online inactive

*Incorrect:*

Persistent nearline / online inactive

**Titles of people**

Capitalize titles of people only when it's used directly before a name, except when in a press release quote.

*Correct:*

- He's the chief executive officer of our company.
- Chief Executive Officer Mark Nelson
- Mark Nelson, CEO
- Mark Nelson, Tyfoom's chief executive officer
- "press release quote," said Mark Nelson, Chief Executive Officer, Tyfoom.

*Incorrect:*

- Mark Nelson, Chief Executive Officer

**Pronouns**

It is preferred to use third-person singular pronouns it and its. When referring to Tyfoom, use Tyfoom when possible, otherwise use the third-person singular.

Use pronouns like "us," and "we" sparingly, but deliberately. Use the pronoun "you" often to help the user engage with and relate to the content and message. They should see themselves in the content. Rarely use the pronoun "they."



For example, pronouns should be used in most call to actions in marketing collateral. They should also be used in email campaigns, in documentation, website, and in blog posts.

Do not use pronouns in lists or other items that may appear in Google search results as that will interfere with results.

Keep consistent voice for the duration of the page or writing.

## **Emphasis**

Bold rather than italicize text to draw attention to a label or action. Bold is easier to read.

### **Bold**

Bold is the primary method for emphasizing regular text, such as when a label is mentioned. Bold is the easiest to read in online copy.

#### *Examples:*

- The required fields in this form are Name, Company, and Email.
- When you've completed this form, click Submit.
- Do not bold or emphasize marketing words such as free or discount.

Headings, subheads, and taglines have their own predetermined emphasis.

### **Italics**

Italics are used when referring to the title of a publication. Otherwise, we use bold to emphasize regular text.

### **Underline**

Do not underline online text to emphasize. Across the Internet, underlined text signifies a hyperlink. It is considered poor editorial etiquette to underline anything but a hyperlink in online text.

### **Exclamation points**

Do not use exclamation points in our online content; they detract



from the effectiveness of our message.

## Links

All links should be descriptive and inform the user what the link is and where it goes.

### *Examples:*

- Good link: Read more about the Tyfoom Partner Program
- Bad link: Click here

Link text should include the Web page title or document title to reassure the user that they have been taken to the correct page or document.

## Verbs with the word “to”

When an infinitive (for example, “to help”) is followed by another infinitive (for example, “to meet”), the second “to” is not necessarily required.

### *Consider the following examples:*

- The new software delivers reliable recovery to help you to meet training objectives.
- The new software delivers reliable recovery to help you meet training objectives.
- She was hired to help the organization to streamline their buying process.
- She was hired to help the organization streamline their buying process.

Although it’s not incorrect to include the second “to,” we recommend that you delete it, unless it sounds better otherwise.

## Words with multiple forms

Below is a list of words that are used in several different forms:

Noun or Noun Phrase	Adjective	Verb
back end	back-end	
backup	backup	back up
end user	end-user	
front end	front-end	



Noun or Noun Phrase	Adjective	Verb
help desk (unless entity like “Tyfoom help desk”)	help-desk	
login	login	log in
logoff		log off
logon	logon	log on
logout		log out
off site	off-site	
on site	on-site	
plug-in		plug in
real time	real-time	
rollout		roll out
setup	setup	set up
service level	service-level	
stand alone	stand-alone	
startup	startup	
third party	third-party	



# Numbers



## Tyfoom Number Styles

### Numbers in headlines

Use numerals (0, 1, 2, 3, etc.) in headlines, subject lines, and HTML page titles, except in press materials, which will follow AP style.

### Numerals vs writing numbers out

Write out numbers from one through ten. Numerals can be used for numbers that are bigger until 1 million is reached.

*Correct:*

- Five
- 300
- 20,595
- 1 million
- 2,000,155

If a passage contains 2 different numbers, use the same category of either numerals or spelled out words. Specifically, if one of the numbers are higher than 10, use numerals for all. If all of the numbers are 10 or below, spell them all out. Again, press materials will follow AP style.

*Correct:*

Kellee had a batch of 100 shirts made and gave away 3

*Incorrect:*

Kellee had a batch of 100 shirts made and gave away three

Avoid starting sentences with numbers where possible. When necessary, spell out all numbers at the beginning of the sentence.

*Correct:*

There were 43 people that wanted to buy shoes from Kellee

*Acceptable:*

Forty-three people wanted to buy shoes from Kellee

*Incorrect:*

43 people wanted to buy shoes from Kellee



## Fractions

Hyphenate all written out fractions

*Correct:*

- Two-thirds
- One-half

## Percentages

Use the word “percent” in press materials, white papers and other downloadable content. Use numerals combined with percentage signs (%) only on the website.

*Correct usage on website:*

- Tyfoom has a 72% engagement rate.
- Correct usage in downloadable content: Charles ate 50 percent of the cake.

## Time

Use a.m. and p.m. to indicate time, coupled with the correct time zone. Exceptions can be made for applications or titles where space and readability is an issue.

*Correct:*

11:55 a.m. PDT

## Units of measure

Type a space between a numeral and a unit of measure.

*Examples:*

- 1 GB RAM
- 4 MB RAM
- 512 KB RAM
- 800 MHz



# Hyphens



## Tyfoom Hyphen Styles

### Hyphenated words in titles

For hyphenated words in titles, do not capitalize both words, unless it is being used as a proper noun, is part of a branded product, or is the first word of the title.

*Correct:*

Video-based Microlearning

### Hyphenating words

There is no magic bullet rule for hyphenating words, but in general, the rules below should be followed:

- Do not hyphenate if both of the words start with a consonant (Microlearning).
- Do hyphenate if both of the words start with a vowel (Anti-aliasing).
- Do hyphenate if the prefix ends with a vowel and the root also starts with a vowel – except for in the case of cooperate and coordinate (re-skilling versus upskilling).
- Do not hyphenate employee engagement platform.
- If you are not sure, look it up at <https://www.apstylebook.com>.

### Temporary compound words

A temporary compound is a joining of words for some specific purpose. Usually, a temporary compound joins two out of three words in a phrase. Use a temporary compound if a reader could be confused about which two words in the phrase belong together. When using a temporary compound as an adjective before a noun, hyphenate it. Examples:

*Correct:*

The off-site marketing meeting location helped to ensure that there were minimal distractions. (The adjective form requires a hyphen to indicate that the compound modifies the noun marketing meeting.)

*Correct:*

Members of the marketing team decided to meet off site to ensure that there were minimal distractions. (The noun form of the compound off site does not require a hyphen.)

*Correct:*

The service level agreement (SLA) must be signed before the customer receives a logon account. (A well-known industry term such as service level agreement does not require hyphenation because readers are unlikely to be confused and think they are reading about a service level agreement. )

**Tables, charts, figures, and illustrations**

When referring to a table, chart, figure, or illustration in body text, refer to it in parentheses.

*For example:*

This allows system operators to proactively mitigate risk before business operations are impacted (see Figure 2).

Or, introduce the table, chart, figure, or illustration in the sentence.

*For example:*

Figure 2 shows how system operators can proactively mitigate risk before business operations are impacted.

Use the title style in table, chart, figure, or illustration headings. Symbols such as # and % are acceptable where space is limited.



# Copyrights and Trademarks



## Tyfoom Brand Protection

### Copyrights

A copyright protects original works that can range from songs, poems, books, photographs, websites to software code. The copyright symbol (©) is no longer required in the U.S. but is still recommended. In original works, include the copyright symbol, the year of first publication, the name of the copyright owner and a reservation of rights notice (©2023 Tyfoom Corporation. All Rights Reserved.). The copyright notice should always be placed on the work in an obvious spot. For the PC, the copyright symbol can be written by holding the ALT key and pressing 0169. For MAC, hold down the ALT key and press G.

### Trademarks

A trademark is a word, phrase, symbol and/or design that is unique and distinguishes a product or service as originating from a particular company.

*Common trademarks for our company include:*

- Tyfoom™

For trademarks that are not registered or pending registration the trademark symbol (™) is used. When a registered trademark symbol (®) is used, it means that the trademark has been registered with the United States Patent and Trademark Office. On the PC the registered trademark symbol can be written by holding down the ALT key and pressing 0174. For MAC, hold down the ALT key and press R.

If you do not know whether a particular trademark is registered or not, use the ™ notice instead of ®. Place the proper notice, ® or ™, immediately following the trademark without any space between the mark and the notice (e.g., Tyfoom®). Always place the notice immediately before the word “brand” or a generic term that must follow the trademark (e.g., Tyfoom™ Employee Engagement Platform™), as it acts as a dividing line between the trademark and the generic name of the product or service to which the mark relates.

Use the trademark notice with the trademark’s first and/or most prominent appearance(s) in any material (e.g., document, program, web page, etc.). You need not use the notice each time the mark appears thereafter; however, where portions of a document may be



accessed out of sequence (e.g., a website), use the notice where the mark first appears in each portion. For example, for our product name, the first usage in a document should note the trademark as “Tyfoom™ Employee Engagement Platform.” Subsequent usages can drop “Tyfoom™” and just refer to the product as “the Platform” or be referred to as the “Tyfoom platform.”

Always include the following trademark notice in small print, but legible print, at the end of a document as a footnote:

The Eye Design Logo and Tyfoom are trademarks of Tyfoom, LLC.

The only exceptions to this is the mention of a trademark in a bylined article (which won't be accepted by the publication), blog post, videos and/or social media posts where editorial policies, guidelines, or space does not allow for such inclusion.

Note: A trademark symbol should never be used as part of our company name or when referring to Tyfoom as the corporate entity. Each company trademark can only be used to indicate technology, specifications, products and services originating from Tyfoom, LLC.

For questions or approvals, email: [communications@tyfoom.com](mailto:communications@tyfoom.com).



# Terminology and Word Usage



## Unique Word Usage

The technology landscape is fast moving and terminology can be hard to keep up with. One term can mean different things to different people, and even for Tyfoom it can be hard to nail down which terminology is best for each instance.

This section will cover the most commonly used terminology as well as some best practices for some terminology that's easy to get wrong.

### Commonly-used terminology

Below are some commonly used terms that are specific to Tyfoom. These terms should be used specifically and not be confused with similar terms.

### Other common words

- email (not e-mail)
- website (not web site)
- homepage (not home page)

### Touch-screen device terminology

When writing content for touch-screen devices, use tap and double-tap instead of click and double-click. Tap means to press the screen with a finger and then lift it quickly. Pinch out allows you to increase the size of an object; pinch in allows you to decrease the size of an object.

*Here are a few examples:*

- Tap the Safari icon.
- Tap Safari.
- Tap and hold the album that you want to remove, and then tap Delete.
- To expand the size of an image or area of content, pinch out.
- To decrease the size of an image or area of content, pinch in.

### Discontinued and discouraged terminology

The below terms have been used in the past, but should not be used moving forward:

- Front line Workers



- Did you Tyfoom Today?
- Employee Engagement Platform (“Engagement Platform for Employees” is proper terminology)

### **Acronyms**

Acronyms should be used sparingly. Always spell out the acronym on first usage, followed by the acronym in parentheses.

- Use if the word is long and unwieldy for repeated use
- Use if the acronym is a more commonly used industry term (SaaS)
- Avoid especially if the acronym is unique to Tyfoom or not too commonly used
- Avoid if not instantly recognizable

Avoid if there is a much more recognizable acronym with the same letters.

While writing styles vary and there isn’t a single best way to write, here are some things to keep in mind when writing for Tyfoom or anywhere else for that matter.



## Terminology for UX/UI

### Tyfoom App UX Element

Term	Definition
Badge	A badge is an icon awarded to a user for completing tasks. Badges normally are one of four kinds: streak badges, engagement badges, mastery badges or company badges. Streak badges reflect the number of days in a row that trainings have been completed. Engagement badges are awarded for completing specific tasks such as using the platform as designed. Mastery badges may reflect the completion of a series of trainings such as for onboarding or team-specific requirements. A company badge is a merit-based badge that is awarded when a user completes trainings required by a specific team like how to use a system.
Certificates	Certificates are documents that confirm the holder has completed a course of study or training, passed an examination or achieved a certain level of qualification. They have expiration dates associated with them.
Certifications	Certifications are official recognitions that an individual has met certain standards or qualifications, following an assessment or completion of a course.
Comment	A comment is a written remark or explanation. Often used in conjunction with Time Tracking.
Company Badges	Company badges are recognition given by an organization to users for specified achievements.
Cost Code	A cost code is an identifier used in budgeting and accounting to track expenses associated with specific projects, departments or cost centers. It is set up by an administrator.
Daily Assignment(s)	The daily assignment refers to the specific tasks assigned to a user on a given day. This may include training, messages, alerts, forms, policies and more.
Directory	The directory is a list of individuals on a team or within an organization along with their contact information.
Division	A distinct section or department within a larger organization, often with its own specific roles, responsibilities and goals.
Documents	Documents refer to digital files that contain information for users. They may be accessed from within the app.
Engagement Badges	Engagement badges are digital icons awarded to users to recognize their achievements including task completion, streaks and more. They serve as a visual reward for engagement.
Engagement Score	The engagement score is based on completion of tasks within the platform on the day they are assigned. It is reflected as a percentage. If a task is missed, the user's engagement score is lowered.
External Training Types	Types of external trainings that can be tracked.



Term	Definition
External Trainings	External trainings refer to educational or training programs that are provided outside of the organization's internal training system. These may be offered by third-party providers or institutions. They have no expiration date.
Flagged Forms	Flagged forms are documents that have been marked for review or attention, usually because they require follow-up.
Forms	Forms are structured documents with fields that users fill out to provide information that may be submitted digitally. They are commonly used for registrations, surveys, incident reporting, inspections, job hazard analysis (JHAs), standard operating procedures (SOPs) and other data collection.
Group	A collection of individuals or items that are categorized together based on certain criteria, or for a specific purpose within a system or organization. It is smaller than a division.
High Priority	A designation for a message or alert that is regarded as urgent/important. A high-priority message is a communication marked as critical and demands immediate attention or action. These messages may be flagged or highlighted to distinguish them from less urgent communications.
Image	A file that contains a visual representation of an object or scene, or a concept for illustration or communication purposes. Image files supported include PNG, JPG and GIF.
Jobs & Locations	In Time Tracking and Forms, this term refers to physical locations or various contractual tasks that need to be completed.
Leaderboards	The leaderboard is a visual representation of TSR and engagement score rankings within a team or company. The leaderboard is designed to foster competition and motivation by showcasing top performers and encouraging others to improve their ranking.
Mastery Badges	Mastery badges are awarded to individuals who have demonstrated a high level of skill or knowledge in a particular subject or topic area.
Pause Request	A pause request is a formal request by a user to temporarily halt the sending of new daily assignments. Most often pause requests relate to a time spent out of the office, away from work or other break from ongoing responsibilities.
Policies	Policies are documents that provide formal guidelines or rules that govern the operations and procedures within an organization. They also provide a framework for decision-making and appropriate behavior for members of the organization, and can be distributed digitally via the Tyfoom platform.
Priority Video	A video that has been designated as important or urgent to ensure it is viewed by users before other content.
Quiz Score	A quiz score is a percentage result given at the end of a quiz to indicate how well the user has performed in answering questions correctly. It reflects the percentage of correct answers and is used to assess knowledge or understanding of a particular topic.
Reports	Reports are presented on the dashboard. They are structured for analysis or decision-making.



Term	Definition
Sharing	The distribution of content to others outside of an organization, but within a specified network of partners and/or vendors. It is a key feature that allows for the dissemination of information, ideas and media. For example, a general contractor may use sharing to communicate site-specific training, policies and forms to subcontractors.
Signature	A person's handwritten name or a digital equivalent that is used to signify agreement, authorization or a commitment to the content provided.
Stats	Stats show the user and administrator different aspects of performance, behavior or trends. These statistics are presented in a dashboard format, providing users and administrators with easy access to key insights, overviews and results of their activities. Admins can use stats to track progress, inform decision-making or analyze patterns.
Tag	A tag is a keyword or term assigned to designate specific people outside of their group or division. This may include roles, languages, responsibilities, etc.
Time Tracker	A feature in the application used to record the amount of time spent on tasks, activities, job sites and more. The time tracker shows a simple stopwatch-like menu to users. It allows users to clock in and out of work. Administrators can view time activities of users gaining insight into time allocation, efficiency and work habits. Time Tracker exports data as a CSV or can integrate via API with popular accounting or human resource systems.
Training Streak	A training streak refers to the consecutive number of days or sessions that an individual has completed training activities. It is used as a motivational tool in learning management to encourage consistent engagement by tracking and rewarding ongoing participation. Tyfoom tracks a total training streak and a weekly training streak. There is a one-day grace period for keeping a streak, in the event of an unexpected illness or absence. If a streak is broken, a user's streak is reverted to the last earned streak badge.
TSR Score	TSR stands for 'Tyfoom Success Rating.' It is a performance indicator that offers a quick snapshot of a user's lifetime activity, success and progress in Tyfoom. It also factors in watching assigned videos, getting high scores on quizzes, accepting all company policies and completing tasks.
Video Library	A curated collection of video-based microlearning content that is organized and stored for easy, on-demand access and reference.
Video Playlist	A sequence of videos that are played in order (often grouped to support specific roles within the organization) and can be created by administrators to ensure applicable viewing.
Videos	Videos or microlearning videos, are short training modules that combine moving visuals and audio to convey messages or information. They may be assigned daily and are available on-demand in the video library.
Written Warnings	A written warning is a formal notice given to an employee or worker regarding a violation of policies or standards, or lack of action. It serves as an official record that the individual has been informed of their misconduct or the need for further improvement.



## Tyfoom UI Element

Term	Definition
Action Button	A call-to-action (CTA) button is an interactive element - typically a blue button or icon that promotes action within the platform. Its major aim is to incline people to take certain actions that lead to a conversion for a particular page or screen. For example: watch now, acknowledge, clock in, subscribe, etc.
Alerts	Alerts are one-way communications to employees. Alerts may be text, video or other multimedia. Admins can require acknowledgment of alerts.
Back Arrow	Usually appears on the top left when the user enters a secondary/tertiary page. Clicking on back or the back arrow navigates the user back to the previous screen.
Blue Circle +	The Blue Circle with a Plus Sign is a quick action button that allows users to upload videos, complete a pause request, join an on-site event, scan a QR code and more depending on their role.
Broadcast Message	A one-way message or communication that doesn't allow replies. It may be text, video or other multimedia. Admins can require acknowledgment of broadcast messages.
Calendar Screen	Shows upcoming pause requests and events as designated by the admin. For example, company meetings, observed holidays or employee birthdays may appear in this section.
Card	A UI component that contains content and actions on a single subject. A card can contain several different elements, but they all should be about a single subject. Typically, the card serves as an overview and an entry point for more detailed information.
Check box	Graphical user interface elements that allow users to select one or more options from a predefined list. Typically represented by small square or rounded boxes that can be selected or unselected.
Comment Box	UI element that allows users to enter short text into Tyfoom.
Drop down	A drop down menu is a design pattern letting you display a list of contents, navigation points and functions without overwhelming the user with too many options simultaneously.
Hamburger Menu	Typically represented by three horizontal lines (resembling a hamburger) and used to hide or reveal a navigation menu or additional options in a compact form. Often found in mobile and responsive web designs. When clicked or tapped, it expands to display navigation links or other content, improving screen space efficiency. Hamburger menus are commonly used to simplify navigation on small screens while keeping a clean and minimalist interface.
Home Screen	Serves as the user interface's starting point and provides a visual representation of the device's capabilities and available applications. Accessing the home screen is usually a fundamental action in navigating an application. Users can return to the home screen by pressing a designated home button.



Term	Definition
Library Screen	Contains all videos, badges, forms, policies, documents, certificates and more that are available to a user.
Messages	Messages are two-way communications that can include text and multimedia.
Messages Screen	Contains all messages that are sent to and from an end user.
Notification	Notifications are warnings generated by systems or applications to inform users about important events, updates or conditions requiring attention.
On-Site Screen	Shows scheduled in-person meetings and a history of meetings attended. Also allows the end user to join through a pre-defined code or QR code.
Profile Menu	The profile menu appears when you select the profile icon/picture at the upper left corner of the platform, and displays several settings related to a user's account including name, settings, support and other information.
Radio Button	A radio button is a selection control element, allowing the user to select one option from a set of several mutually exclusive options. When selected, it's represented as a small circle with a solid dot inside. Commonly used in form design, multiple-choice questions and settings screens.
Slider	A control element that uses a knob or lever moved horizontally to control a variable, such as volume or brightness.
System Alert	An alert from Tyfoom communication requiring actions by end users or admins.
Tap	Similar to a click of a pointing mechanism (e.g., mouse) on a computer terminal. A tap describes the physical user interaction with a touch-enabled device to actuate an on-screen button or action. Performs the same function as a click of a mouse button.
Text box	UI element that allows admins to create a description or instructions in a form.
Toggle	An alert from Tyfoom communication required actions by end users or administrators.



## Platform Specific UI Element

Term	Definition
Android	A mobile operating system developed by Google. Designed primarily for touchscreen mobile devices such as smartphones and tablets. The design elements for Android follow Google's Material Design guidelines which emphasize using bold, graphic, intentional material metaphors that are grounded in reality and are responsive to user interaction.
Breadcrumb	A type of secondary navigation scheme that reveals the user's location in a website or application. Typically appear as horizontal lists of links which lead back to the prior page the user navigated through. Breadcrumbs ultimately lead back to the home page.
Button	An interactive element that triggers an action when clicked, tapped or selected. Buttons are used for submitting forms, initiating a new action, or as a call to action, and are designed to stand out and be easily clickable.
Carousel	A slideshow component that cycles through elements (images, text or both) used to showcase featured content or important information in a limited space. Users can typically navigate through the carousel using controls like arrows or swipe gestures.
Chat bot	An artificial intelligence (AI) feature that simulates a conversation with users. Often used for customer service or information acquisition. In design, chat bots need to be intuitive and clearly indicate how users can interact with them.
Dashboard	A user interface that provides at-a-glance views of key performance indicators (KPIs) relevant to a particular objective or business process. In the design of dashboards, it's important to present information in a clear, concise and organized manner.
Desktop	Design tailored for desktop computers which typically have larger screens and a mouse-based interface. Desktop design can afford more complexity and content density than mobile design.
Device	Refers to the hardware used by people to interact with digital services, such as a smartphone, tablet, laptop or desktop computer. Device-specific design ensures that the user experience is optimized for the form factor and capabilities of the device.
Font Size	The size of the typeface used in the text which affects readability and visual hierarchy. Font size is an important element of design as it influences the legibility and accessibility of content.
Footer	A section at the bottom of an application or web page that contains information and links that are secondary to the main content. Footers often include copyright information, contact details and sitemap links.
Form	A component that allows users to enter and submit information. Forms are designed to be easy to use and accessible with clear instructions, input fields and action buttons.



Term	Definition
Gamification	The use of game design elements in non-game contexts to enhance user engagement and motivation. Includes points, badges, leaderboards, challenges and rewards.
Grid	A framework consisting of intersecting horizontal and vertical lines used to structure content. In design, grids are used to align elements consistently and create a balanced, organized layout.
Header	The top part of an application or webpage that often contains the title, logo and navigation. May also include a search bar. The header is a key element in design as it provides users with orientation and quick access to the main sections.
Hyperlink	Commonly referred to as a 'link.' An element in an electronic document that connects to another section of the same document or to an entirely different document. Typically highlighted by being underlined and/or colored differently than surrounding text. Hyperlinks allow users to easily navigate between pages and websites by clicking or tapping on them.
Icon	A small graphical representation of a program, feature or function. Icons are designed to be simple and recognizable, often used to quickly communicate a concept or action.
Icon Representations	See "Icon."
iOS	The operating system used by Apple's mobile devices, such as iPhones and iPads. iOS design elements are defined by Apple's Human Interface Guidelines, which focus on clarity, deference, and depth to create an intuitive and aesthetically pleasing user interface.
Keyboard	In design, this refers to the visual layout and behavior of the keyboard interface used for text input within an application or website. It can be physical (as with desktops) or on-screen (as with mobile devices).
Menu	A list of options or commands presented to the user. Can be used to perform specific actions such as navigating to different sections of a website or application. Menus are designed for ease of use and quick access to content.
Messaging	The design of interfaces for communication between users. Typically involves text, images and other media. Messaging design focuses on clarity, ease of use, and the ability to manage conversations and notifications.
Mobile	Refers to the design for mobile devices with small screens and touch interfaces. Mobile design must consider constraints like screen size, touch targets and contextual usage.
QR Code (Quick Response Code)	A two-dimensional barcode that stores information in a grid of tiny squares. Designed to be scanned by a smartphone camera. QR codes can encode data such as text, a URL, or other information that, when scanned, can prompt actions like opening a website, revealing a coupon, or connecting to a wireless network. In design, QR codes must be clear and contrasted enough to be easily scannable and are often accompanied by instructions or a call to action for the user.
Scroll	The action of moving the displayed content up, down, left, or right on a screen. Design for scrolling must ensure that content flows logically and that important elements remain accessible.



Term	Definition
Search Bar	A field where users can enter text to search for specific content or information within a website or application. The design of a search bar should be prominent and easily accessible with a clear indication of function.
Settings	A part of the interface where users can customize and control personal preferences or application behavior. Settings design should be organized logically and be easy to navigate.
System Notification (Push Notification)	A message that pops up on a device and provides information to the user in real-time. Notifications should be noticeable but not intrusive, and give clear information and actions.
Tablet	A touch-based mobile device with a screen larger than a smartphone but smaller than a laptop. Tablet design bridges mobile and desktop design, considering the unique ergonomics and use cases of the device.
Tabs	The tabbed user interface design pattern takes its inspiration from file folders and address books, which enable users to jump to their target section quickly. There are two distinct types of tabs: navigation tabs offer small clickable labels that open content in a new webpage, and module tabs which present information on the same page.
Thumbnail	A small image that represents a larger image, video or other form of content. Thumbnails are designed to be clickable, serving as a preview that helps users decide whether to view the full-size content or not.
Video	A multimedia element that incorporates moving visual media - often with audio - that conveys information, stories or experiences. In design, videos can be embedded within content or used as a background to create dynamic and engaging environments.



# Practical Writing Tips



## Web Writing Hints and Tips

### **Avoid long paragraphs**

Stay short and to the point. Short paragraphs make it easier for the reader to pick out key words they're looking for.

### **Most important information at the top**

Inverted pyramid style. Avoid having readers read the entire paragraph to get the point. The main point should be obvious while skimming or even from just the first sentence or two.

### **Emphasize only when you really need it**

Bold and italics only emphasize when they're used sparingly. If they're used too often, nothing gets emphasized.

### **Avoid underlines in general**

For most readers, underline = hyperlink.

### **Avoid the passive voice – don't switch the object and the subject**

- Avoid: The client saw a significant impact from using Tyfoom.
- Better: Tyfoom made a significant impact on the client

### **Avoid putting every bit of information in the paragraphs**

It's tempting to get every bit of pertinent information in your writing, but the writer should keep in mind the following: Why should they care? Do they need to read this? What are they looking for? Does this information improve or take away from the main messaging?

### **Avoid \$5 words and needlessly complex messaging**

No need to obfuscate the messaging with gratuitously convoluted words and esoteric thoughts. Keep it simple and to the point with words to get the point across. If they have to read it twice, they probably won't.

### **Take caution in making broad/bold claims to avoid compromising our credibility**

It's a line we can walk, but we have to pay attention to the words that we use. If unsure, ask somebody from marketing!

### **Search engine optimization writing**

Writing with SEO in mind guarantees that your hard work is easier to find by people using search engines like Google. In order to maximize SEO, keep the following guidelines in mind:



## Writing For SEO

### Page title (title tag)

Title tags should be less than 65 characters long and mention the main page's primary keyword. A well-written title tag targets several keywords while also maintaining a high click-through rate. While the title tag is not as important as it once was, it's still a significant piece of the puzzle. It's the first thing that search engine users see, as well as Google.

#### *Best practices:*

- Less than 65 characters
- Include primary keyword
- Include a secondary keyword if possible
- Keep click-through rate in mind (consider a CTA)

In addition to a page title, most pages should also include a subhead.

### Page description (meta description)

The page description – also known as a meta description – is a 160-character snippet that briefly summarizes your page's content. While invisible to users on a particular page, users see this description when they are browsing Google results. It has a lot of value in terms of SEO as well as click-through rate.

#### *Best practices:*

- Be sure to keep the character count under 160. Anything else will be cut off and decrease the readability.
- Include some long-tail keywords but be sure to avoid keyword stuffing. Find creative ways to add keywords into sentences so that it sounds natural.
- Include call-to-actions in your descriptions. Adding phrases like “read more here” and “find out how...” will do wonders for your click-through rate.

### Internal links

Internal linking is the act of linking to other pages on your site from another page on the site. This is one of the most, important elements of on-page SEO. When writing/rewriting content internal linking should always be top of mind.

*Best practices:*

- Link often and naturally. There is no limit. As long as the page you are linking to is relevant to the current page, then you should link to it.
- Link target keywords. This is called anchor text and is very important. For example, if you're trying to get a penetration testing page to rank for the term "penetration testing," then you will want to link to that page using that keyword as the anchor text.
- Try to avoid over optimization. For example, if we are internally linking to the multi-factor authentication page, we don't want to use the exact anchor text every single time we link to that page. It's important to use synonyms and secondary keywords as well.
- Avoid linking to the same page multiple times from a single page.

**Section headers (header tags)**

Using headers drastically improves the readability of your content. Improving the readability will result in better on-page metrics, such as time on page and bounce rate. These headers will be coded by the SEO team as HTML tags that organize the content on your page for users and search engines alike. These important factors improve search rankings.

Not only do section headers increase readability of your content, but they are great places for us to include our primary and secondary keywords when possible. They can also be used to recite common questions people ask in search engines, particularly when the answer is provided in the paragraph that follows a section header.

For more information on SEO writing, email [communications@tyfoom.com](mailto:communications@tyfoom.com).



## Social Media

Twitter and LinkedIn have different personas and targets. Details on other social media accounts will be made available in the forthcoming Social Media playbook document.

### Twitter:

- Influencer targeted, very short lifeline
- Copy is short, generally to not exceed 200 characters (not words)

### LinkedIn:

- B2B peer conversations
- Has more of professional and industry approach
- 1-2 sentences with compelling copy and a call to action (example: “Read blog post”, “Register now” or “Download report”)

### What to include:

- Image
- URL to content
- Date and time desired
- Research and know your hashtags and handles before you submit the post request

### Frequency:

- As social media is continuous and content hungry, we often have items scheduled well in advance. It is unlikely that new posts will bump already-scheduled posts
- Posts should be reviewed by the content or creative team before being published