

Symantec Writing Style Guide



April 2017

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Getting Started

This style guide is for anyone writing and editing materials for internal and external Symantec audiences. Its purpose is to maintain the high quality and consistency of Symantec style, as well as streamline the creation of Symantec content.

Reference materials

For online content and public relations:

- Symantec Writing Style Guide
- The Associated Press Stylebook
- The American Heritage Dictionary of the English Language

For printed content, such as brochures and flyers:

- Symantec Writing Style Guide
- The Chicago Manual of Style
- The American Heritage Dictionary of the English Language

For support documentation:

- Microsoft Manual of Style for Technical Publications
- Microsoft Computer Dictionary
- The American Heritage Dictionary of the English Language
- Writing Basics

Writing Basics

Conciseness

Strive to make your point in as few words as possible. Consider what you want to say, then simplify by deleting everything nonessential. For instance, the second example below is more effective (with 50 percent less content).

- Example One: Try an SSL Certificate, risk-free for 30 days, when you enroll for an Symantec SSL Certificate. Symantec will charge your credit card or debit card after the initial trial period has ended. If you're not satisfied with your SSL Certificate for any reason, you can revoke your trial certificate from within your Trust Center account.
- Example Two: Try an SSL Certificate free for 30 days. To end the trial and avoid charges, revoke your certificate from your Trust Center account within the trial evaluation period.

Credibility

For best results, follow these rules:

- Tell the truth.
- Support claims with quantities data or proof points.
- Avoid empty phrases, such as the examples listed in the 'Tone' section under 'Speak Human'.
- Avoid using problematic transition words. Examples:
Always—Few conditions are always occurring.
Never—Few conditions are never occurring.
Everyone—Few conditions apply to everyone.
No one—Few conditions apply to no one.
- Avoid phrases and words that put Symantec at risk legally, such as fastest; highest; easiest; best; ensures security; complete protection; and only Symantec. Unless they're verifiable and defensible, preferably by third-party sources like Gartner, AV-Test, or Miercom. For legal guidelines, visit the Legal Marketing site.

Messaging

Messaging is strong and brief. For clarity, short words are better than long words. Simple sentences are preferred to complex sentences. Consider the following:

- Make the most important point first in all paragraphs.
- Write short concise sentences (preferably 10 to 15 words).
- Create short paragraphs of 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 italicize or use boldface to draw attention to marketing words such as free or discount.

Tone

For more on how to effectively capture our Voice & Tone, please refer to [Symantec Brand Guidelines](#), Chapter 9

Speak Human

All of our language should be conversational. Use the language we would use if we were talking with a work colleague.

But don't use clichéd, trite, overused marketing terms, especially, but not limited to:

- leverage
- next-gen or next generation
- best-of-breed, best in class, world-class
- proactive
- solutions
- unified
- end-to-end
- comprehensive
- single pane of glass

Not Speaking Human: Our Mobile Management Suite leverages seamless and secure coexistence of best-of-breed personal and professional solutions for next-gen innovations in application management all from a single pane of glass.

Speaking Human: Our Mobile Management Suite gives you insight and clarity to control a mobile workforce.

Jargon-free

Always refrain from using industry jargon and marketing speak. We should use real words that have real meaning. And NUABPMNKW. Or said more clearly, Never Use Acronyms Because People Might Not Know What They Mean. Better to simply write the words you want people to understand.

Not Jargon-free: SEP 14 supports ML, EP, EDR, and MEM from a SA.

Jargon-free: Symantec Endpoint Protection 14 supports machine learning, exploit prevention, endpoint detection and response, and memory exploit mitigation, all from one single agent.

Voice

First Person

First person plural is acceptable in certain instances:

- If you have hierarchical information, try to display the hierarchy to users rather than making them drill down one level at a time.
- We are aware of this problem and have provided a free download on our website.

Do not use third-person point of view. (For example: “It is recommended ...”). This distances the customer from Symantec. As in the second-person point of view, “we” supports a friendly approach and helps customers feel connected to Symantec. It emphasizes our goal of helping customers solve problems.

Second Person

Use second-person point of view to personally connect to customers. Avoid passive voice. Examples:

- Incorrect: One can address IT challenges and optimize control of the organization’s environment.
- Correct: You can address IT challenges and optimize control of your environment.

Like active voice, the second-person point of view emphasizes the doer of the action and is more concise and personal.

Passive Voice

Avoid passive voice whenever possible, as it’s neither bold nor lean. What exactly is passive voice?

Why was the road crossed by the chicken?

The formula for passive voice is: form of ‘to be’ + past participle = passive voice. In the chicken/road example, the chicken is the subject of the sentence and comes first.

Conditional and modal verbs

Avoid should, could, would, may, try, and can. Again, they’re neither bold nor lean and water down your point of view. In the immortal words on Yoda: “Do or do not. There is no try.”

Incorrect: Symantec can help protect your endpoints from the most advanced threats.

Correct: Protect against the most sophisticated threats with the most complete endpoint security in the world.

Global Awareness

Symantec is a global company; therefore, we write for a global audience. As you write, think internationally and avoid colloquial or region-specific language.

Cultural sensitivity

Conventions that are acceptable in the United States may be nonexistent or inappropriate in other parts of the world. For example:

- Avoid words or phrases associated with specific regions or geographies.
- Be aware of date and time conventions in different countries.
- Avoid humor, irony, idioms, jargon, analogies, and adages.
- Use a positive, relatable tone. However, avoid being too informal or chatty.
- Avoid personification or terms that make our security software seem human.
- Be consistent.

Diversity

Symantec embraces diversity, including culture, ethnicity, age, sexual orientation, ability, and gender. But diversity at Symantec also encompasses respect, open-mindedness, and a commitment to professional and personal growth. Diversity in thought, perspective, experience, and life are a vital part of Symantec culture. In fact, it's what allows us to innovate, solve problems, and succeed. Symantec encourages employees to contribute to, and participate in, an open, flexible, and supportive environment.

Gender-neutral language

In most instances, gender-neutral language works because it is inclusive and demonstrates commitment to our worldwide audience. Traditionally, writers of the English language use generic masculine pronouns (he and his). You can usually replace his with the, and he with they, and then rewrite the sentence. While it is not always possible to avoid generic masculine pronouns, Symantec encourages the use of gender-neutral, inclusive language whenever possible. Be careful about replacing he or she just to be gender neutral. However, if the CMO is a woman, then 'she' is the correct word.

The following table provides terms you can use in place of traditional masculine language.

Traditional Language	Gender-Neutral Language
Businessman	Professional (If you are referring to a specific case, businessman or businesswoman is acceptable.)
Chairman	Chair, chairperson (If you are referring to a specific case, chairman or chairwoman is acceptable.)
He or She	You, user, customer, client (You can usually use the plural pronoun they or their.)
Guy/Guys or Gal/Gals	Do not use.
Man Hours	Use a reference to a specific unit of time.
Manpower	Employees, staff, personnel, workforce.
Miss	Use courtesy titles (Mr., Ms. or Mrs.) only in direct quotations or when a specific preference is known.
Mr. and Mrs. John Smith	Refer to men and women by first and last name such as John Smith and Jane Smith (or Jane and John Smith).
Salesman	Salesperson (sales representative or sales rep is also acceptable.)
Spokesman	Spokesperson (If you are referring to a specific case, spokesman or spokeswoman is acceptable.)

Global company name usage

Use only Symantec or Symantec Corporation when referring to the name of the company anywhere in the world. Never use a country name in combination with Symantec. For example, Symantec Japan, Symantec UK, and Symantec China are not acceptable.

Localization

Localization is an important aspect of Symantec strategy. Write in a simple, concise manner as translation (or localization) costs are calculated by the word. Follow standard U.S. English usage conventions to ensure accurate translation.

Brevity

English text expands when translated, which is another reason for brevity. Short sentences are especially important for machine translation.

Eliminate typos

Proof and proof again to eliminate all typos. This is especially important for machine translation.

Relative pronouns

Because relative pronouns (that, which, who) are not optional in many languages, include them to introduce adjective (or relative) clauses.

Translation

When translating English text into another language, word or character count can increase or decrease. This is known as text expansion or contraction. Text expansion and contraction are usually quantified in percentage terms. For example:

- From the localized U.S. English source text, German text typically expands by 30 percent.
- From the localized U.S. English source text, Japanese text typically contracts 10 percent.
- From the localized U.S. English source text, Spanish text typically expands by 25 percent.

To avoid significant formatting costs during localization, format documents with sufficient white space to accommodate text expansion. Consider the overall appearance of localized documents. Expansion creates a crowded, hard-to-read document; contraction leaves a localized document with too much white space. The inverse is true when translating from another language into English.

Photographs and images

Photos should be engaging and represent our global audience. Use our existing image library for consistency with our brand aesthetic.

Best Practices for Creating Collateral

Creating best practices is challenging because there are always exceptions. Many variables such as tables or graphics—even executive preferences—affect guidelines. Familiarize yourself with this style guide, then use common sense as you develop Symantec assets.

Call or sales scripts

Asking questions is a good way to determine customer needs and how Symantec products or services meet those needs. A script supports the customer to understand the results of using Symantec products and services.

What it is:

- Two to four pages recommended maximum length
- Approximately 1,200 words
- Briefly introduces benefits of product
- Uses bulleted answers

People are busy, so get to the point. A customer decides that the call is relevant or has something to offer within a few seconds. A good script holds the customer's attention with a compelling story and continues the conversation.

Cheat sheet

A cheat sheet is composed of compressed facts on a two-sided sheet for internal use. The purpose of this quick reference card is to further discussions about the essentials of Symantec products, services, or promotions.

What it is:

- One page maximum, front and back
- Approximately 1,500 words
- Uses bulleted lists to emphasize most important points
- Uses tables to organize data
- Requires a Symantec part number

Data sheet

A data sheet is a combines marketing and technical information, a one-stop summary of a Symantec products or services. It provides adequate information for customers to evaluate a product, then seek more information by contacting Symantec Sales or visiting our website to learn more.

What it is:

- Two to four pages recommended maximum length
- Approximately 1,200 words
- Keeps information factual and concise
- Requires a Symantec part number

Email

Email are 50 percent text and 50 percent images/graphics. Always ensure that the main point lands within three to five seconds of opening the message. Keep the main message wholly above the fold. Use bullets and spacing to highlight key points.

What it is:

- Approximately 200 words
- Contains a single call to action (CTA)
- Requires a Symantec part number

FAQ

An FAQ includes a list of answers to the most-commonly asked questions. The goal is for customers to read an FAQ before (or instead of) calling customer support.

What it is:

- Two to four pages recommended maximum length
- Approximately 1,200 words
- Addresses frequently asked questions
- Provides adequate, relevant information and sources for more information
- Requires a Symantec part number

Promotional flyer

Promotional flyers encourage customers to buy our products and services. Flyers are an inexpensive way to grow business. Because they're created to deliver visual messages, flyers prominently display campaign images, stock images, or illustrations, and make good use of white space. Flyers include a call to action and are printed on heavy stock.

What it is:

- One page maximum, front only
- Approximately 200 words
- Uses bulleted lists to emphasize the most important points
- Maximizes white space to avoid overwhelming the customer with too much information
- Requires a Symantec part number

Solution brief

A solution brief aligns customer challenges with product solutions. It addresses the customers' pain points through our value proposition and key differentiators, building a strong case with supporting evidence. The brief compels them to contact Symantec Sales or visit our website to learn more.

What it is:

- Two to four pages recommended maximum length
- Approximately 1,200 words
- Builds a strong argument for Symantec products
- Contains a CTA
- Requires a Symantec part number

Upsell brief

Created for internal and external use to emphasize why a customer should buy, upgrade, and consider our products and services. Upsell briefs outline the what and why, then use bulleted lists to convey the top reasons. Subsequent sections detail the bullets in more depth. Finally, a call to action prompts the reader to find out more.

What it is:

- Two to four pages recommended maximum length
- Approximately 1,200 words
- Lists in priority the top reasons to buy or sell product
- Contains a CTA
- Requires a Symantec part number

White paper

A white paper introduces ideas, methodologies, or technologies from a compelling point of view. A successful white paper educates, demonstrates thought leadership, and provides enough technical detail to establish authority within the industry.

What it is:

- Four to eight pages recommended maximum length
- Approximately 1,200 to 4,000 words
- Reads like a report
- Requires a Symantec part number

General Formatting

All capitals

Never use all capitals, unless they are part of a style call-out, as in a web headline or subhead.

Acronyms and abbreviations

Using acronyms inadequately communicates Symantec product benefits to new customers, may be culturally inappropriate, may mean different things to different people, and cannot be legally protected. Also, multiple products may use the same acronym, which can create confusion.

Acronyms don't comply with the Symantec brand strategy or trademark policy for external content. Acronyms are not used in official documentation—including online content. Only use acronyms and initializations in internal discussions, if at all.

- Incorrect: Symantec™ DLP software is a comprehensive, content-aware solution that discovers, monitors, and protects confidential data wherever it is stored or used.
- Correct: Symantec™ Data Loss Prevention discovers, monitors, and protects confidential data wherever it is stored or used.
- Correct for second and subsequent occurrences: Data Loss Prevention identifies the data owners of exposed files and folders.

For industry acronyms and abbreviations, spell out the first occurrence of the acronym. Place the acronym within parentheses immediately following the complete name. The exception is if the term were so well-known that spelling out the first reference would look odd, such as IT or CISO.

Examples:

- Symantec issued security recommendations to protect IT assets throughout the Department of Defense (DoD). The DoD incorporated the recommendations to prevent malicious code and intrusions.
- Recently, Symantec joined the U.S. Environmental Protection Agency (EPA) Climate Leaders program. As a participant in the EPA Climate Leaders program, Symantec works to develop comprehensive climate change strategies.

Attribution

Books and documents

When citing a book, document, or source you've referred to or quoted from in a footnote, include the author's first and last name, book title in italics, or document within quotes, publisher, and date. End with a period.

Examples:

- Guy Bunker and Darren Thomson, *Delivering Utility Computing: Business-driven IT Optimization*, Wiley, 2006.
- Kit Robinson, "Anatomy of a Data Breach: Why Breaches Happen and What to Do About It," Symantec Corp., October 2009.

If any of the required information is not available, list the next item that is.

Bold

Use bold to emphasize regular text such as a label or action because it is easier to read than italics.

Examples:

- The required fields in this form are **Name, Company, and Email**.
- When you complete the form, click **Submit**.

Do not bold or emphasize marketing words such as free or discount. (See also Emphasis.)

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 or all noun phrases. A bulleted list doesn't necessarily require a colon to introduce each item. For example, you can introduce a bulleted list with a header instead of a leading sentence. For lists that do not require explanatory text, use sentence-style capitalization.

Key features of Symantec Identity: Access Manager

- Single point of control
- Integrated support
- Mobile aware architecture

Use punctuation consistently. If any of the bulleted list items are complete sentences, then use periods after all items in the list.

The Discovery process has improved in two ways:

- The topology service manages Discovery data more efficiently.
- The Discovery process is now server-group based.

Capitalization of nontrademarked Symantec names

When using a specific name, feature, or tool that is not

trademarked but is unique to Symantec, and is not a generic term used in the industry or by a competitor, use a capital. See our [Marketing Legal website](#) for our current trademarks.

An example of a specific name that is unique to Symantec, but is not trademarked, is Granular Recovery Technology. Because the technology is unique to Symantec, it is capitalized.

Captions

Write captions in concise sentences or verb phrases below a table or image.

- Use sentence-style capitalization (capitalize Figure or Table and only the first word of the caption).
- Use periods only when the captions are complete sentences.
- Number the figure and table captions when there are multiple figures or tables. If there is only one figure or table, do not label or number them. Just use the caption.

Examples:

Figure 1 Operating cost breakdowns
Figure 2 Symantec family of security products

Compound modifiers

A compound modifier is two words modifying a noun, joined by a hyphen. Use a compound modifier if a reader could be confused about which two words in a phrase belong together. When using a compound modifier as an adjective before a noun, hyphenate it.

Examples:

- The off-site meeting location ensured that there were minimal distractions. The compound modifier used as an adjective here requires a hyphen to indicate that it modifies the noun “meeting.”
- Members of the team decided to meet off site to ensure that there were minimal distractions. In this case, ‘off site’ is a noun (a place), and does not require a hyphen.
- The service level agreement (SLA) must be signed before the customer receives a logon account. An industry term such as service level agreement does not require hyphenation because readers are familiar with the term.

Copyright and trademarks

See the “Trademarks” section in the [Symantec Brand Guidelines](#) for a full overview and examples.

For printed collateral, the following attribution statement applies: Copyright © [year] Symantec Corporation. All rights

reserved. Printed in [country]. Symantec, the Symantec logo, and the Checkmark logo are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners. [month/year] [part number]

Note: If the document is delivered in .pdf format only, omit the “Printed in [country]” notation.

You may include other Symantec trademarks that appear in your document to the statement in this way:

Symantec, the Symantec logo, the Checkmark logo, and [include any trademarks that appear in the document as listed on the Symantec Trademark List] are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners. [month/year] [part number]

Dates

Use the month-day-year sequence to express complete dates. The month is spelled out completely, followed by the day and a comma, followed by the year. Depending on the content, the year may not be necessary.

Examples:

- April 6, 2012
- August 6

Do not use st, nd, rd, or th after numbers. Examples:

- February 2 (not February 2nd)
- April 1 (not April 1st)

Do not abbreviate months, except in tables where space is limited. In those instances, use threecharacter abbreviations in all instances (Jan., Feb., Mar., Apr., May, Jun., Jul., Aug., Sep., Oct., Nov., Dec.).

Do not use the DD/MM/YY or MM/DD/YY format.

International dates (outside the United States)

There are three date formats that are approved for international use. When choosing a date format, consider its place in the end-user interface, the existing format in use, and the overall consistency of look and feel of the collateral.

The three formats are:

- Short: 2016-04-06 (YYYY-MM-DD)
- Long: 6 April 2016

- Full: Wednesday 6 April 2016

Note: There is no comma after the day of the week. In general, the long format is preferred.

Email aliases

When you need to show an email address in a field or body text for demonstration purposes, but do not want to use an actual email address, there are two aliases available:

- someone@symantec.com
- firstname_lastname@symantec.com

Emails sent to these aliases do not bounce back; they are silently discarded.

Emphasis

Use emphasis sparingly. To emphasize a word or phrase, use **bold**. Bold is easier to read than italics. Do not use quotation marks, all caps, or an underline, or italics. Use exclamation points sparingly.

Gated material

Gated material requires specific information (email address, company name, etc.) before a resource such as a white paper or trialware is accessible or is downloadable.

Headings

First-level headings are the highest level in the online content hierarchy. Headings are also descriptive names of sections or blocks of text (such as chapter titles in a manual).

- Use initial capitalization, capitalizing the first and last words, and all nouns, pronouns, adjectives, verbs (including *Is*), and adverbs.
- Do not capitalize articles (*a*, *an*, *the*).
- Capitalize all subordinating conjunctions (*if*, *because*, *as*, *that*, etc.).
- Do not capitalize coordinating conjunctions (*and*, *but*, *for*, *nor*, *or*) or prepositions of less than four letters.
- When titles and headings include hyphenated words, capitalize both words.
- Do not begin a heading with an article (*a*, *an*, *the*).
- Keep heading length to between four and seven words for maximum visibility and impact.

See also **Subheads**.

Italics

Use italics only when referring to a publication title. To emphasize regular text, use **bold**. Examples:

- *The Confident SMB* is a bimonthly magazine that provides strategies and insights from IT thought leaders of various industry segments.
- *CIO Digest* is a quarterly magazine that contains strategies and analysis for senior and C-level IT leaders around the world.

Its vs. it's

Make sure you use the correct form. "It's" is a contraction and the shortened version of it is. "Its" is an adjective and is a possessive. Examples:

- It's time to update your virus definitions.
- Symantec announced its quarterly earnings.

Job titles

For internal uses, always capitalize titles whether before or after the name. To eliminate a string of commas, try to put the person's title first. Example: President and Chief Executive Officer John Doe.

Links

Asset Links: When linking an asset, include the asset type, followed by a colon and then the asset name. For example:

White paper: Symantec Endpoint Protection: A Complete Approach to Endpoint Security

- Do not include a file size next to an asset link.
- Do not include a date stamp with an asset link.
- All links should be descriptive and inform the user what the link is and where it goes.

Copywriters should refrain from linking to the same content from the same page. If you need to link to the same piece of content more than once, always use the same link text or text as similar as possible so the user can determine if this is a new link or if it goes to the same page or document.

Call-to-Action (CTA) Links: Please consult with Symantec.com or Norton.com web teams for recommended language.

Monetary amounts

When referring to monetary amounts, use the "\$" symbol followed by the dollar amount. Note that no zeros are required after the decimal point unless cents need to be included in the amount. Examples:

- \$1, \$100, \$1,000, \$10,000, \$100,000

- \$1.49, \$10.99

Larger monetary amounts should be denoted using numbers and words. Examples:

- \$1 million
- \$10 billion

When the U.S. dollar qualifier needs to be included because the spending was in, or by, a country other than the U.S., use the “US” qualifier. Note that there is no space between “US” and the “\$” character.

- Incorrect: US \$100, U.S. \$100, USD\$100
- Correct: US\$100, US\$100 million

New (use of word)

Do not use the word ‘new’ in messaging because it poses a problem if a user returns a month later to find that we still describe something as new. It detracts from our credibility. The same applies to: currently, presently, now, nowadays, these days, this year, and last year.

Numbers and symbols

Spell out cardinal numbers from one through nine, ordinal numbers first through ninth. Use figures for 10 and up, unless they start a sentence. Exceptions:

- Always use figures for ages, dimensions, formulas, and speeds.
- In a group of two or more numbers, use numerals if at least one of the numbers is 11 or larger.
- Avoid using the # symbol in text and headings.
- Avoid using the % symbol in text and headings; use percent. The % symbol is acceptable in ads, online banners, and postcards to improve quick scanning ability.
- In charts and tables, and only if space is limited, it’s acceptable to use the &, #, and % symbols. [Note: 1.6B or 1.6 billion]

Paragraphs

Follow these guidelines when creating paragraphs:

- An introductory paragraph should be about 30 words. It should not exceed 50 words.
- An information paragraph is most digestible if it’s within 100 words; 60 to 80 words are preferable.

Phone numbers

Type U.S. telephone numbers with hyphens and without periods as follows:

- For materials seen only within the United States: (408) 517-8000
- For materials seen outside the United States: +1 (408) 517-8000

When you need to direct a caller to use a particular option, use this style: 1 (800) 721-3934, option 4.

Type international telephone numbers without hyphens or periods as follows: +31 (0) 71 56 636 07

Possessive nouns

Form the possessive of singular nouns by the addition of an apostrophe and an s. Examples:

- The organization’s security policy.
- The user’s protected file.

Form the possessive of plural nouns by the addition of an apostrophe after the plural word. Examples:

- The organizations’ security policies.
- The users’ protected files.

Present tense

Using present tense makes content easier understand and creates a better user experience. Avoid past, progressive, and future tenses. For example:

- Incorrect: We will send email confirmation when your certificate is ready.
- Correct: Check your email in a day or two for instructions about picking up your certificates.
- Correct: We send email confirmation when your certificate is ready for pickup.
- Incorrect: After configuring the enrollment form, it would be a good idea to test it.
- Correct: After you configure the enrollment form, enter at least one default recipient.

The second person imperative clarifies who performs which actions. It is also acceptable to use the ‘assumed you’ point of view.

- Incorrect: You should make sure that you challenge your employees to be vigilant.
- Correct: Challenge your employees to be vigilant.

Quotes

Place quoted text within open and close double quotation marks. Do not bold or italicize text to identify or emphasize a quote.

When you want a quote to stand alone in body text, the quote source and title are introduced in the preceding body text and then the quote is separated by hard returns (line space) and placed within open and close double quotation marks.

For example:

Symantec today reported the results of its fiscal fourth quarter and the fiscal year. John Doe, Symantec president and CEO, said:

“We closed our fiscal year achieving better than expected results on our key financial metrics in the fourth quarter.”

Quoted text that stands alone in a separate box is placed within open and close double quotation marks. The source can be placed immediately after the quote or separated by a hard return after the quote. If placed immediately after the quote in a separate box, the source is preceded by a space, then an en dash, followed by another space. For example:

“We believe we can solve our customers’ problems better than anyone else.” – John Doe, Chairman, President and CEO, Symantec

If placed beneath the quote in a separate box, the source is preceded by an en dash followed by a space. For example:
“We believe we can solve our customers’ problems better than anyone else.”
– John Doe, Chairman, President and CEO, Symantec.

Subheads

All subheads of a given level within body copy should consist of all noun, verb, or gerund phrases. Do not begin a subhead with an article (a, an, the).

Use sentence-style capitalization unless a word is a trademark, a proper noun, or an acronym. Examples:

- 175 million endpoints at your service
- Secure your critical workloads, wherever they are

Subject lines for email campaigns

Use title case capitalization and no period for email subject lines. Never use all caps. Example:

- Don't Buy Another Security Product: Increase Your Cyber Resilience Instead

Tables, charts, figures, and illustrations

In body text, use parentheses to refer to a table, chart, figure, or illustration. For example:

System operators mitigate risk before business operations are impacted (see Figure 2).

It is also acceptable to introduce the table, chart, figure, or illustration within a sentence. For example:

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

Use title style in table, chart, figure, or illustration headings. Don't use symbols such as #, & and %, unless space is limited.

Taglines

A tagline consists of a few words or a single sentence that carries a key message to support a headline. Use sentence-style capitalization for tagline text.

A tagline:

- Falls below the title; it is either a full sentence or a phrase.
- Capitalizes only the first word and proper nouns.
- Does not include a period.

Time

a.m. and p.m.: Use lowercase for a.m. and p.m. For example:

- The show will be open from 10 a.m. to 3:30 p.m.

24x7: Whenever possible, spell out on first occurrence. For example:

Your data needs to be protected 24 hours a day, seven days a week. It's acceptable to abbreviate to 24x7 on subsequent occurrences.

A note about 24x7, or 24x7x365:

Use only if absolutely necessary and where there is no alternative. 24x7x365 is overused jargon and adds to the noise floor.

Titles and title case

For titles, never use all caps, unless it is a style call-out for a headline or subhead.

- 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) or prepositions of less than four letters.
- When titles include hyphenated words, capitalize both words.
- Use title style in table headings.

Note: For printed copy, such as brochures and flyers, please refer to the Chicago Manual of Style (16 ed. paragraph 8.155) for title capitalization guidelines.

You can also visit: <http://titlecapitalization.com/>.

Underline

Do not underline online text to emphasize. Across the internet, underlined text signifies a hyperlink.

Units of measure

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

For example:

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

URLs

Use a normal font and lowercase letters for URLs. When possible, do not break URLs in printed assets. If a URL must be broken, break it before, rather than after, a slash (/). Also, do not break it at a hyphen and do not add a hyphen to represent a break.

When a web address includes the www, omit the http://. If the web address does not include www, then the address must include the http://. Examples:

- www.symantec.com
- http://enterprisesecurity.symantec.com

Verbs using the word 'to'

When an infinitive (for example, 'to support') is followed by another infinitive (for example, 'to meet'), the second 'to' is not required. Consider the following examples:

- Incorrect: The new software delivers reliable recovery to support you to meet recovery time objectives.
- Correct: The new software delivers reliable recovery to support you in meeting recovery time objectives.

- Incorrect: She was hired to help the organization to streamline their buying process.
- Correct: She was hired to help the organization streamline their buying process.

Version numbers

When referring to a product version number that's tied to the product name, do not include version in the name.

- Incorrect: Symantec Endpoint Protection Version 12
- Incorrect: Symantec Endpoint Protection v12
- Correct: Symantec Endpoint Protection 12

Websites

When citing a website as a source (for example, in a footnote), include the author's first and last name, title of article within quotes, publication name in italics, publication date within parentheses, and URL. End with a period. For example:

Richard Karpinski, "Finding the best collateral mix," *BtoB* (January 19, 2009), <http://www.btobonline.com/apps/pbcs.dll/article?AID=/20090119/FREE/301199969/1152/ISSUETOOLS#seenit>.

Punctuation

Apostrophes

Do not add an apostrophe after a year:

- Incorrect: Blended threats weren't a worry in the 1990's.
- Correct: Blended threats weren't a worry in the 1990s.

Do not add an apostrophe after an acronym or initialization:

- Incorrect: Data is recorded on CD's and DVD's.
- Correct: Data is recorded on CDs and DVDs.

Trademarked names, such as Symantec, are adjectives and should not be made possessive by adding an apostrophe s ('s). Symantec, however, functions not only as a trademark identifying goods and services offered by Symantec Corporation, but also as a trade or company name referring to Symantec Corporation. Trade names are nouns and, therefore, when Symantec is used as a trade name or company name, it may be used in the possessive form. See the example below.

Accordingly, do not use Symantec in the possessive form when referring to a single product or service where Symantec is being used as a trademark and is officially part of the product name. Always use the official trademarked name. If you're not sure of the official trademarked name, check with the [Marketing Legal trademarks team](#).

- Incorrect: Symantec's Endpoint Protection defends against the most advanced threats.
- Correct: Symantec™ Endpoint Protection defends against the most advanced threats.

When referring to an entire product line or service organization and using Symantec as a trademark name or company name, it is acceptable to use the possessive form. Example:

Symantec's technical support centers

Commas

In numbers of 1,000 or more, use commas between groups of three digits, counting from the right. Do not use a comma when referring to a calendar year. Examples:

- 54,432
- 2,100

When listing three or more items in a series, use a serial (or

series) comma; that is, separate the items with a comma and use a comma before the conjunction. Examples:

- With trusted protection at the device, app, and data layers, Symantec ensures that corporate data is isolated and protected.
- The software offers a full range of security options, including data encryption, password protection, and callback.

Ellipses

Ellipses are used to represent words that are missing. Include a space before and after an ellipsis.

Em dash

Use em dashes to set off parenthetical information, denote sudden breaks in thought, and emphasize text. Try to use only one em dash or pair of em dashes per paragraph. Do not use a space before or after an em dash. Examples:

- More than that, our products—available through our strong distributor network—give you the foundation to design sophisticated solutions.
- Outside the United States, contact the sales office nearest you—you'll find a list at the end of this brochure.

En dash

Use en dashes in compound adjectives when one element consists of two or more words. For example:

San Francisco–London flight

Use en dashes when listing continuing or inclusive numbers such as dates or time spans. Do not use a space before or after an en dash. Examples:

- 2002–12
- February–March 2016
- pages 65–73

Do not use an en dash when using from and to:

- Correct: The expo will be open from 10 a.m. to 3:30 p.m.
- Incorrect: The expo will be open from 10 a.m.–3:30 p.m.

Exclamation point

Avoid using exclamation points; they detract from the effectiveness of our message.

Hyphens in titles or headings

In titles or headings, capitalize each part of hyphenated words except articles, prepositions, and conjunctions. For example:

Gender-Neutral Terminology

Periods

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

Do not use periods for effect in headlines or subheads.

For example:

- Incorrect: Stronger. Faster. Lighter.
- Correct: Stronger, faster, lighter

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 when they are not connected by a conjunction. Examples:

- Typically, port 25 is strictly reserved for email traffic only; however, a system can be easily configured to establish an SSH session.
- 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:

- Incorrect: Persistent nearline / online inactive
- Correct: Persistent nearline/online inactive

Spelling and Words with Multiple Forms

Spelling

When a word has both a single-letter and a double-letter form (such as canceled/cancelled), use the single-letter form.

Below is a list of the correct spelling of commonly used words at Symantec.

A

adware

a.m.

& (ampersand)—don't use in place of conjunction; use only if it's part of a company's formal name or where space may be limited (tables or charts)

anti (prefix)—no hyphen unless followed by a vowel

antimalware

antiphishing

antispam

antispyware

antivirus

AntiVirus—Symantec product name; not trademarked

B

backdoor

big data

black hat

blacklist

board—capitalize board of directors when it is part of a proper name, such as "the Arizona Chapter

Board of Directors"; lowercase board of directors when used alone or before the proper title, such as

"the board of directors of First National Bank"

botnet

breakout (adjective and noun)

bring your own device (BYOD)

C

CD

CD-ROM CD-R/RW

.cloud

click-fraud

clickjack

clickthrough

cloud computing

cobranding

colocation

consumerization of IT

companywide

countermeasure

cross-sell

crypto

crypto-ransomware

CryptoLocker

cyber words—Symantec treats words with the prefix cyber as two words to increase SEO ranking;

cyber attack, cyber crime, cyber criminal, cyber espionage,

Cyber Monday, cyber resilience, cyber

resilient, cyber risk, cyber response, cyber security, cyber

threat, cyber space, cyber warfare

D

database

data breach

data center

data loss protection

data sheet

DDOS

de (prefix)—no hyphen unless followed by a vowel

decrypt

dedupe—avoid; if you must use, use after first occurrence of

deduplicate

deduplicate (verb) deduplication (noun)

disc (optical)

disk (magnetic)

downsell

DVD-ROM

E

eBook

eBusiness

eCommerce

eDisclosure

eDiscovery

e.g.—don't use; use for example

email

encrypt

end user—avoid; use customer, user, or you instead; use to distinguish system administrator or

developer from users of the computer that the administrator is responsible for

endpoint

F

firewall

G

Granular Recovery Technology (not trademarked)

green IT

GUID

H

hard copy
headcount
healthcare
help desk
home page
honeypot
host-based
hotfix

I

i.e.—don't use; use that is
infrastructure as a platform(IaaS)
infrastructure as a service
industrywide
insights
internet
internet service provider
interoffice
intranet
IoT (Internet of Things)
IT as a service (ITaaS)

J

jailbroken

L

lifecycle
log on or logon—log on (verb) or logon (noun) are the preferred terms; log in or login is acceptable for UNIX
longterm

M

Mac OSX
macro
malware
man-in-the-middle (MitM)
megatrend—internal use only; use strategic IT trend
mega breach
metadata
mHealth
midsized
multi (prefix)—no hyphen unless followed by a vowel

N

network-based

O

offline
off-site
ongoing

online

onsite

on-premises, off-premises—for example, “private clouds are hosted on-premises or off-premises”;

hyphenated in all instances

P

%—avoid; use if space is limited (such as in a table); use percent; symbol is acceptable in ads, banners, postcards, etc. to improve quick scanability

pharming

phishing

platform as a service (PaaS)

p.m.

pop-up

pre (prefix)—no hyphen unless followed by a vowel

pro (prefix)—no hyphen unless followed by a vowel

R

ransomware

re (prefix)—no hyphen unless followed by a vowel

reinstall

restart

S

scalable

scareware

screensaver

short-term

smartphone

SMB (small and medium businesses)

social engineering

software as a service (SaaS)

spam

spear phishing—add hyphen when followed by a noun, i.e.

spear-phishing email

spyware

strategic IT trend

T

tagline

third-party

trialware

Trojan horse or Trojan

U

ultra (prefix)—no hyphen unless followed by a vowel

United States (noun)

UK English spellings—do not use in global publications; use U.S.

English only

upsell
 URL
 U.S. (adjective)
 USB drive user name

V

W

watering hole
 web
 web browser
 web page
 web server
 website
 webcast
 webinar
 webmaster
 white hat
 whitelist
 white paper
 workaround
 worldwide

Z

zero day
 zero-day exploits

Words with Multiple Forms

Noun or Noun Phrases	Adjective	Verb
back end	back-end	
backup	backup	back up
end user	end-user	
front end	front-end	
help desk (unless it's an entity such as Symantec HR Helpdesk)	help-desk	
login	login	log in
logoff	log off	
logon	logon	log on
logout		log out
onsite	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	
zero day	zero-day	

Trademarks

The consistent and correct use of Symantec trademarks, service marks, and the Symantec trade name is very important. Trademarks are valuable company assets. Properly used, a trademark can be legally protected indefinitely. If used incorrectly, however, Symantec could lose the exclusive right to its trademarks. Words such as *aspirin*, *zipper*, *kerosene*, and *harmonica* were once trademarks that became generic because their owners did not protect them properly.

For a complete overview of Symantec trademarks and usage, please see the 'Trademarks' section of the Symantec Marketing Legal website.

Note: It is not necessary to use trademark characters after product names in headings. The Legal Notices link at the bottom of each webpage defines our registered and unregistered trademarks and service marks policies.

Boilerplate

This is Symantec's standard description that is used repeatedly, without change, on all official company communications and websites. The current Symantec boilerplate for all markets is:

About Symantec
Symantec Corporation (NASDAQ: SYMC), the world's leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit www.symantec.com or connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

The current Symantec boilerplate for Germany is:

About Symantec
Symantec Corporation (NASDAQ: SYMC), a world leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than

50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit www.symantec.com or connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

First occurrence of product names

Use the complete Symantec product name with proper [™] acknowledgement on the first occurrence. Examples of using Symantec product names correctly on the first occurrence:

- Symantec[™] Cloud Security: Endpoint and Mobility
- Symantec[™] Data Center Security: Suite
- Symantec Identity[™]: Access Manager
- Symantec[™] Mobility: Work Mail

Second occurrence of product names

Use the shortened Symantec product name on the second occurrence. Examples of using Symantec product names correctly on the second and subsequent occurrence:

- Cloud Security: Endpoint and Mobility
- Data Center Security: Suite
- Identity: Access Manager
- Mobility: Work Mail

Do not use acronyms or initializations for Symantec product names anywhere.

Third-party product names

Third-party product names require proper trademark attribution in Symantec printed collateral. Examples:

- Intel[®] server processors
- Windows Vista[®] operating system
- Java[™] platform

Third-party trademarks

Place an appropriate trademark symbol adjacent to the first and most prominent reference to a thirdparty trademark in text. Registered trademarks should be protected with the [®] symbol, and common law trademarks should be protected with the [™] symbol. Be sure to superscript the trademark after it is placed in text.

For a list of frequently referenced third-party trademarks and their corresponding trademark symbols, visit the [Third-Party Trademarks](#) list on the Marketing Legal Trademarks Overview page.

It is not necessary to use trademark characters after third-party product names on Symantec.com webpages. References to third-party products and services are made for informational purposes and are used without intent to infringe. This also applies to Symantec intranet pages.

For more information about third-party trademarks, visit the following websites:

Apple Computer, Inc.

www.apple.com/legal/trademark/appletmlist.html

Cisco Systems, Inc.

www.cisco.com/web/siteassets/legal/trademark.html Dell Inc.

Dell Inc.

www.dell.com/content/topics/global.aspx/policy/en/policy?c=us&l=en&s=gen&~section=007

EMC Corporation

www.emc.com/legal/emc-corporation-trademarks.htm

Hewlett-Packard Development Company, L.P. (HP)

www.hp.com/hpinfo/about/hp/trademarks/

IBM Corporation

www.ibm.com/legal/copytrade.shtml#section-ibm

Intel Corporation

www.intel.com/intel/legal/tmnouns2.htm

LANDesk Software

<http://www.landesk.com/about/legal/trademark.aspx>

Microsoft Corporation

www.microsoft.com/library/toolbar/3.0/trademarks/en-us.mspx

Novell, Inc.

www.novell.com/company/legal/trademarks/tmlist.html

Oracle

www.oracle.com/html/3party.html

Red Hat, Inc.

www.redhat.com/about/companyprofile/trademark/

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