CORO

Content Style Guide

This style guide makes it easy to write **clear, consistent content across teams and channels**. Reference this document whenever writing for or about Coro.

Tone of Voice

Simple

Coro's platform is based on simplicity.
Keep your writing **easy to read**.

Clear

We don't write to impress, **we write to inform**.

Direct

We speak with people at **eye level**.
Our voice is **never patronizing**.

Reliable

We want people to think of Coro like their favorite coworker:
trustworthy, reliable, hard-working, and **vigilant**.

Calm

We are **attentive** and **aware** but never panicked.

Confident

We understand the gravity of cybersecurity
but **never use scare tactics**.

Trustworthy

We **demonstrate commitment** to our users by
reassuring them that they are in good hands.

Writing About Coro

The name of the company is **Coro**.

Coro is what we use in all **branding** and **corporate marketing**.

When it's not clear that we are a cybersecurity company, we call ourselves **Coro Cybersecurity**.

Sometimes you will see the name **Coronet** being used. Our legal name is **Coronet Cybersecurity Ltd/Inc**.

Unless you are writing legal documents, you should **never use Coronet**.

Do

Keep sentences short

When possible, replace a comma with a period.

Bad
Coro provides cybersecurity to companies who, due to limited budgets and resources, don't have access to the level of security that other companies have but still want to stay safe.

Good
Coro provides cybersecurity to growing companies. Our platform offers unified security at an affordable price.

Use the Oxford (or serial) comma

Always put a comma before "and" or "or" in a list of three or more.

Bad
Coffee, tea and juice.

Good
Coffee, tea, and juice.

Spell out numbers one through nine

This includes ordinals (first, second, etc.).

Bad
The 1st 6 people will win $15.

Good
The first six people will win $15.

Don't

Don't overuse exclamation points

You may allow yourself one exclamation point per piece. Even one can be too much. **Enhance the idea, not the punctuation**.

Bad
Coro is happy to provide
great cybersecurity!

Good
Coro is thrilled to provide
fantastic cybersecurity.

Don't use ellipses (...)

They look unprofessional
and make us sound insecure.

Bad
Coro is here to help...

Good
Coro is here to help.

Don't use passive voice

Bad
Hackers get stopped by Coro.

Good
Coro stops hackers.

Don't try to be funny.

Punctuation, Date, Time, Localization

Punctuation always goes inside quotes

Bad
The client said, "I love using Coro".

Good
The client said, "I love using Coro."

Always use American English

Bad
The centralised courgette was the colour of the flat.

Good
The centralized zucchini was the color of the apartment.

Only use ampersands (&) in a title/ headline

Otherwise, write out the word.

Signify morning or evening with a.m./ p.m.

Write the time, add a space, then a.m./p.m. Always lowercase.

Bad
12:30AM, 12:30 AM, 12:30 A.M., 12:30 a.m., 00:30

Good
12:30 a.m.

Dates follow the American standard of MONTH DAY YEAR

Write out the month in full, then the digits of the day, then a comma, then the full year.

Bad
2/29/2024, 29/2/2024, 29 Feb 2024, February 29th 2024, etc.

Good
February 29, 2024

Headline Style

Always use APA style title case in headlines

Capitalize all major words. Leave most minor words lowercase.

Major words

Nouns, verbs (including linking verbs), adjectives, adverbs, pronouns, and all words of four letters or more are considered major words.

Minor words

Short (i.e., three letters or fewer) conjunctions, short prepositions, and all articles are considered minor words.

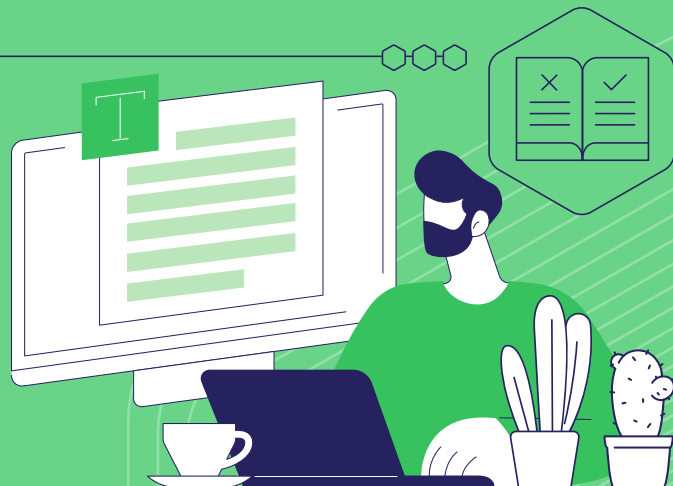**Good**

Always Use APA Style Title Case in Headlines

Bad

Always use APA style title case in headlines

Always Use APA Style Title Case In Headlines

And remember

Cybersecurity **is one word.**

CORO

Module Capitalizations & Abbreviations

Cloud Security

Email Security

Endpoint Data Governance

Endpoint Detection and Response (EDR)

Endpoint Security

Mobile Device Management (MDM)

Network Security

Secure Messages

Secure Web Gateway (SWG)

User Data Governance

Wifi Phishing

Questions?

If you have any
questions, please contact
channelmarketing@coro.net