

Bitcoin Well writing standards

The following guideline helps us talk about Bitcoin Well in a consistent way that's in line with our brand and the customer experience we're striving to deliver.

Tone of voice:

We want a balance between friendly and corporate: A human voice that you feel confident in.

With that in mind, it's important to remember that while we want to get the public excited about their bitcoin journey, we also need to respect that where money is concerned, people need to feel a sense of security at all times—and this extends beyond the security of our software and hardware.

- We need to ensure **vendors** feel they're partnering with an established and trusted financial services company.
- We need to ensure **consumers** feel Bitcoin Well is a credible and trustworthy company to be conducting financial transactions.

Simple and straightforward. When it comes to communicating a complicated concept, not to mention a misunderstood concept like bitcoin, simple and straightforward is the name of the game.

Always ask yourself 'Can I make this more clear for the customer?' If the answer is yes or even maybe, keep chipping away until it's fit for a pleb.

There are exceptions to this rule. When speaking to experienced bitcoiners, feel free to not speak in layman terms. We are experts, we can speak that way. Ultimately, we want to meet the customer on the path of their bitcoin journey.

Checks and balances:

Use the following guidelines to ensure you're on the right track as you write new content and design and build new user-experiences.

Communicating a message:

Be positive: We are "you" (customer) focused.

We write like we speak: We're conversational. Read what you're writing and make sure it feels natural coming off the tongue.

We're approachable: We speak to you like a friend or a peer.

We're straightforward: You never have to guess what we're trying to say.

All headings:

Sentence case. Always includes capitalising the first letter of the first word and the first letter of any proper nouns. Consider the following examples of sentence case capitalization:

1. "There is rain in the forecast this week in Edmonton." In this sentence, the first word and Edmonton, a proper noun, are capitalised.
2. "The film will premiere on the last weekend of November." Here, the first word of the sentence and the month of November, a proper noun, are capitalised.
3. "Bitcoin Well is the fastest and safest way to buy and sell bitcoin in Canada." In this sentence case headline, the first word(s) Bitcoin Well, a proper noun, are capitalised. "Canada," a proper noun, is also capitalised.

Formatting:

Use the 12-hour clock. If required to use 24-hour time, such as when documenting features that use 24-hour time. If the UI, a command, or a code sample uses the 24-hour format, use that format throughout the page for consistency.

Use hyphens in time ranges (not "to"). Don't add spaces before or after the hyphens. For example 5-10 minutes ago, not 5 - 10 minutes ago.

Lowercase am and pm. Leave one space between it and the time. Do not use periods between letters. For example 3:45 pm, not 3:45pm or 3:45 p.m.

Remove the minutes from round hours. For example 3 PM not 3:00 PM

Preference for fully written dates when possible. For example: January 19, 2017 or Tuesday, April 27, 2021

When space is limited, abbreviate to the 3rd letter for months and days. For example Mon, Sep 3, 2018

Date formatting YYYY-MM-DD. Use formatting YYYY-MM-DD not YYYY/MM/DD

Our style rules:

Ensure proper capitalization of the word bitcoin. Uppercase B "Bitcoin" refers to the network. Lowercase "b" bitcoin refers to the token.

Refer to 'Bitcoin and other cryptocurrencies' when necessary. No need to call out other cryptocurrency names or refer to 'cryptocurrency' in any other way

Use Canadian spelling

Buttons should be written in sentence case