

Writer style guide

- HEADLINES

- Length: 5-7 words
- Do not include punctuation unless asking a question.
- Sentence case

- SUBHEADS

- Length: 10-14 words
- Include punctuation.
- Sentence case

- ACRONYMS

- Spell out acronyms on first reference, followed by the acronym in parentheses. Use only the acronym in subsequent references.
Example: "Federal Deposit Insurance Corporation (FDIC)" on first reference, "FDIC" acceptable in all subsequent uses.

- CONTACT INFORMATION

- Format URLs and email addresses in all lowercase.
Example: Visit getprovide.com, or contact me at sarah.parkey@getprovide.com.
- Only use hyphens when formatting phone numbers: XXX-XXX-XXXX.
Example: 724-816-2932

- DATES AND TIMES

- Use hyphens instead of words like "to," "through" and "and" when formatting dates and times.
Example: Provide will be closed Friday-Monday for the upcoming holiday. Call us between 8-11 a.m. ET.
- Include spaces around hyphens in dates that include more information than the day of the week (month or year) and also when times span a.m. and p.m.
Example:
Provide will be closed Friday, Sept. 10 - Monday, Sept. 13.
Call us between 8 a.m. - 11 p.m. ET.
We will be unavailable between 9-10 a.m. ET.

- COMPANY TITLES AND DEPARTMENTS

- Capitalize names of formal departments.
Example: Contact Marketing at marketing@getprovide.com.
- Capitalize titles when they precede a name. Do not capitalize titles that follow a name.
Example: Provide Head of Marketing & Culture Jess Ehler; Jess Ehler, Provide head of marketing & culture
- C-suite titles

- Abbreviate CEO, COO, CFO, and CTO on first reference.
 - Spell out all other C-suite titles on first reference and abbreviate in all subsequent references.
 - If Chief Business Officer is mentioned with other C-suite titles, spell out all C-suite titles for consistency.
 - If formal title contains “and,” format as “&.”
Example: Head of Marketing & Culture
- HEALTHCARE VERSUS HEALTH CARE
 - Always use “healthcare,” one word.
- LISTS
 - Include the oxford comma in a series.
Example: Practice financing, bank accounts, insurance, and more.
- OUR TECHNOLOGY
 - When discussing our pre-qualification process, do not describe it as “online” or “digital,” as that is implied in today’s fintech world.
 - It is ok to use “online” and “digital” to describe our overall financing experience.
- PARENTHESES
 - Use parentheses, italicized, to give our content a more personal, conversational feel.
Example: We’re closed this Monday for the federal holiday. (*Enjoy your time off!*)
- PODCASTS
 - Refer to podcast names as they appear in Apple Podcasts.
 - Do not place podcast names in quotation marks.
 - If the podcast name does not include “Podcast,” follow the name with “podcast” to make it clear that it is a podcast.
- REALTOR
 - "Real estate agent" and "commercial real estate agent" are acceptable.
- BROKER
 - Use "practice broker" when referring to the individual representing buyer/seller in the sale of a practice.
 - When referring to a buyer’s agent, “buyer representative” is also acceptable.
- WORKSPACE
 - Dental: Use "operatories."
 - Veterinary: Use "surgical suites" and "exam rooms."
- PRACTICE
 - Dental: Use "dental practice."

- Veterinary: "Veterinary hospital" should be the primary reference. "Veterinary practice" and "veterinary clinic" are also acceptable in subsequent references.
- CUSTOMERS/BORROWERS
 - Use "dentists" and "veterinarians."
 - "Providers," "healthcare providers," and "doctors" are also acceptable.
 - Use "established" before "practice/hospital owners" to describe existing/current practice owners.
- EQUIPMENT
 - Use "equipment vendor" and "vendor partner" for equipment sourcing.
- ACQUISITIONS
 - Do not use language like "opening a practice" or "starting a practice," as that implies a startup.
 - Use "buy," "acquire," "purchase," and "take over."
- OUR HISTORY
 - When referencing the true origination of Provide, use 2013.
Example: Provide was founded in 2013.
 - When referencing our entry into the healthcare industry, use 2016.
Example: Since 2016, Provide has been in the business of helping healthcare providers achieve their dreams of practice ownership.
- COMPANY NAME
 - Use "Provide" in all references.
- PARTNERSHIPS
 - Use "strategic" before "partnerships" when referring to associations and/or projects with third parties.
Example: The strategic partnership between HR for Health and Provide
 - Refer to the works of these partnerships as "engagements" rather than "collaborations."
- 5/3 X PROVIDE
 - In disclaimers
 - A division of Fifth Third Bank
 - In marketing language
 - Powered by Fifth Third
 - Explaining the relationship to borrowers
 - Provide's lending is powered by Fifth Third, the thirteenth largest bank in the U.S., that serves 11 states in the American South and Midwest.
 - Provide's history with Fifth Third
 - After becoming an early investor in Provide in 2018 and Provide's largest bank partner, Fifth Third acquired the digital finance

company in August 2021 in an effort to build its digital innovation and expertise in the healthcare industry.

- Don't use periods on social visuals (images, videos, etc.), even if it's a complete sentence.
 - Exceptions sometimes apply when there is more than one sentence on a visual, depending on layout. If the first sentence is treated as a headline, no punctuation is needed. For the second sentence, include punctuation.
 - Exceptions apply when using "!" or "?" for emphasis.
- It's ok to use casual language when interacting with our community on social media. This includes responding to comments, sharing posts, etc.
- It's ok to abbreviate commonly known terms in social content on first reference
Example: VR for virtual reality

- **MENTIONS**

- Tag our employees, conference sponsors, etc. when applicable.
 - On Instagram, be cognizant of handles; it may be more appropriate to tag the photo or include the "@" mention at the end. Use sound judgment when tagging. Connect with the employee for approval.
- When denoting a tag in a copy document, bold the name. Spell out complete handles for Instagram.
- Avoid using "@" for "at." For example, do not say, "@Provide we love cats."

- **COMPANY TITLES AND DEPARTMENTS**

- Follow standard guidelines as outlined for capitalization and formatting.
- Precede titles with "Provide" when including titles on external pieces
Example: Provide social media manager
- When including a title in a visual element under a headshot and/or name, use title case and place it on its own line.