



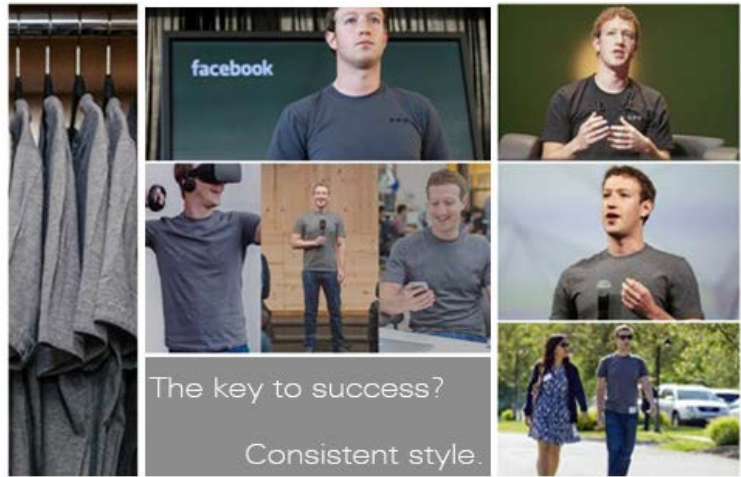
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Make sure your writing never goes out of style

Introducing the new editorial style guide

Ever wondered if every word in the title of your document should start with a capital letter? Or whether you should write "six" or "6"? What about if it's ok to use "&" instead of "and"?

You'll find the answers to these questions and many more in the updated Nobel Biocare editorial style guide.

Why editorial style matters

Consistently using the right format, tone and style for the intended reader doesn't just emphasize the professional nature of a company like Nobel Biocare, it helps ensure the audience actually reads and understands our key points.

The revised editorial style guide covers everything from capitalization and date formats to examples of best practice for different audiences. In short, it's a useful reference point for anyone preparing English-language texts at Nobel Biocare.

As well as style, grammar and formatting pointers, the updated version **found here** now incorporates the tone of voice guide, so you have all the guidelines in one place.



The new editorial style guide incorporates guidelines on tone of voice.

Looking for help with key terminology?

If you're looking for how to write a specific term or product name, check out the terminology document, [online here](#).

Big thanks go to all those involved in preparing the editorial style guide, particularly Beverly Kelly, Manager, Graphic Arts, in Yorba Linda.

We hope you find the new guidelines useful. If you have any questions about the guidelines, or would like to discuss any elements in particular, please don't hesitate to get in touch.

Happy writing!

Mike Stuart
Public Relations Manager

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