Kivuto™

Digital Distribution. *Simplified.*

Writing Style Guide

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Introduction

The purpose of this document is to increase the quality and consistency of Kivuto documentation and messaging. It provides guidelines for effective writing and clarifies how to handle common areas of confusion (e.g. how to properly write lists, numbers, and more).

This guide is for Kivuto employees who produce or review written content aimed at external stakeholders.

Tips for Good Writing

This section contains basic tips for effective writing.

- **Write for your readers.** When writing any document, email or other message, let the intended reader influence the language and tone you use. Technical instructions aimed at IT professionals will call for a different tone than marketing copy aimed at end users.

- **Avoid insider language.** Just because a term is familiar to Kivuto employees does not mean it will be familiar to external stakeholders. Pay attention to the language you use and avoid any terms that your readers are unlikely to know.

- **Keep it brief.** Do not use more words than necessary to get your message across. Avoid unnecessary adverbs/adjectives and other redundant language. The larger a block of text, the more likely readers are to skim or skip it.

- **Consider localization.** When writing a document that will require translation, brevity and simplicity are more important than ever. Use short, simple sentences. Do not use multiple terms to describe the same thing. These guidelines can reduce the cost and increase the quality of translations.

- **Use the active voice in most sentences.** In an "active" sentence, the subject performs an action. In a "passive" sentence, the subject is acted upon by someone or something else. In other words, in an active sentence *somebody does something*, and in a passive sentence *something is done by somebody*.

Punctuation

This sections outlines Kivuto's general preferences regarding punctuation.

THE OXFORD COMMA

Use the Oxford comma (or serial comma) whenever listing three or more things within a sentence.

Correct	Incorrect
"My three best friends are me, myself, and I."	"My three best friends are me, myself and I."

Capitalization

This section describes how to use capitalization in your writing.

SENTENCE CAPS VS. TITLE CAPS

Sentence caps refers to how typical sentences are capitalized. Only the first letter of the first word in a sentence should be capitalized (unless the sentence contains individual words that must be capitalized, such as proper nouns, initialisms, or the word "I").

Title caps refers to the way proper nouns and titles are capitalized. Follow the rules below when writing in title caps.

Capitalize the first letter of:

- Nouns
- Adjectives
- Verbs
- Adverbs
- Pronouns
- Subordinating conjunctions (after, although, because)

Do not capitalize:

- Articles (an, a, the)
- Coordinating conjunctions (and, or, for)
- Prepositions (on, at, to, from)

WHEN TO USE SENTENCE CAPS

Use sentence caps when you write any of the following.

- Complete sentences
- Messaging in ELMS (e.g. opt-in messages, order receipt notes)
- Phrases in lists
- Body text (in a document or on a webpage)

WHEN TO USE TITLE CAPS

Use title caps when you write any of the following.

- Titles (of documents, pages, tabs, etc.)
- Proper nouns (i.e. names people, organizations and places)
- Headings (in documents or digital content)
- Labels (of tabs, fields, links and buttons)

OTHER CAPITALIZATION RULES

Follow the capitalization guidelines below in your writing.

- Avoid all-caps (i.e. PLEASE DO NOT TYPE LIKE THIS).

- Do not use capitalization to emphasize or draw attention to important information. Bolding, italics and font color are just a few examples of more effective ways to call out text.

- Consider context when choosing between sentence caps and title caps. Do not use title caps when writing a non-branded version of a branded term.

    Example: The *Students* user group in e5 is a proper noun and should therefore be written in title caps. However, actual *students* at a school do not qualify as a proper noun and should therefore be written in sentence caps.

Writing Abbreviations

This section describes how abbreviations are handled at Kivuto and identifies common abbreviations.

TYPES OF ABBREVIATION

An abbreviation is a shortened form of a word or phrase. This term encompasses all of the following.

- **Initialisms –**groups of initial letters pronounced individually (e.g. HTML, SSO)
- **Acronyms** – short forms that are pronounced as if they were unique words (e.g. NASA, PETA)
- **All other shortened forms** – "etc." for et cetera, "Oct." for October, are examples of abbreviations that do not qualify as acronyms or initialisms.

ABBREVIATION USAGE GUIDELINES

Kivuto's guidelines for writing abbreviations are as follows.

- In documents, spell out the complete term the first time it is used, followed by the abbreviation in parentheses. Use the abbreviation exclusively after that point.

  Example: "Your WebStore can be configured to support Single Sign-On (SSO) verification methods. Follow the instructions below to add an SSO verification method to your WebStore."

- Present initialisms in all caps with no periods between initials.

  Example: "GUI"
  (**Not:** "gui," "G.U.I.," or "g.u.i.")

  Exceptions: "e.g." for *example gratia*, ("for example"), "i.e." for *in est* ("in other words"), "a.m." for *ante meridiem* ("before noon"), and "p.m." for *post meridiem* ("after noon") are not capitalized and do include periods between initials.

- Choose your pronoun based on how the abbreviation is pronounced, not on how the full term it stands for is pronounced.

  Example: "Follow these instructions to configure an SSO verification method."
  (**Not:** "Follow these instructions to configure a SSO verification method.")

- Do not use apostrophes to pluralize abbreviations.

  Example: "I don't own many CDs anymore."
  (**Not:** "I don't own many CD's anymore.")

COMMON ABBREVIATIONS

Table 1 lists common abbreviations used at Kivuto along with their expanded forms.

Table 1: Common Abbreviations

Abbreviation	Expansion
APAC	Asia Pacific
API	Application Program Interface
CAL	Client Access License
DRP	Digital Resource Portal
ELMS	Electronic License Management System
EMEA	Europe Middle-East Africa
EPUB	Electronic Publication
ESD	Electronic Software Delivery
ETAC	Emergency Technical Assistance Centre
EULA	End-User License Agreement
HTML	Hyper Text Markup Language
HUP	Home Use Program
IP	Internet Protocol
ISV	Independent Software Vendor
IUV	Integrated User Verification
LAR	Large Account Reseller
LATAM	Latin America
LDAP/AD	Lightweight Directory Access Protocol (Portal) Active Directory
MIME	Multipurpose Internet Mail Extension
MUI	Multi-User Interface
PDF	Portable Document Format
RDC	Remote Desktop Connection
SAMI	Software Asset Management Ireland
SDC	Secure Digital Container
SDF	Subscription Data Feed
SDL	Shared Device License
SDM	Secure Download Manager
SO	Student Option
SSL	Secure Socket Layer
SSO	Single Sign-On
TAC	Technical Assistance Center
VPN	Virtual Private Network

Abbreviation	Expansion
VOIP	Voice Over Internet Protocol
WAH	Work At Home

Note: *Do not* abbreviate Kivuto Cloud in front-facing content (no "KVC" or "KC").

Writing Lists

This section describes how to properly write lists.

NUMBERS OR BULLETS

Use numbers if the exact order or the exact number of items/steps listed is important.

Follow these instructions to sign in to your WebStore.

1. Click the **Sign In** link.
2. Enter your username and password.
3. Click the **Sign In** button.

✓

These steps must be performed in the order they are listed. Therefore, use numbers.

Follow these instructions to sign in to your WebStore.

- Click the **Sign In** link.
- Enter your username and password.
- Click the **Sign In** button.

✗

Use bullets if the exact order or the exact number of items/steps listed is not important.

Here are some features of your new computer.

- A wider monitor
- A more powerful graphics card
- A massive hard drive

✓

These items could be listed in any order without affecting a reader's comprehension. Therefore, use bullets.

Here are some features of your new computer.

1. A wider monitor
2. A more powerful graphics card
3. A massive hard drive

✗

PUNCTUATION

End list items with periods only when they form complete sentences.

Here are some features of your new computer.

- A wider monitor
- A more powerful graphics card
- A massive hard drive

✓

These list items are not complete sentences. Therefore, they should not end in periods.

Here are some features of your new computer.

- A wider monitor.
- A more powerful graphics card.
- A massive hard drive.

✗

Follow these instructions to sign in to your WebStore.	✓
1. Click the **Sign In** link.	
2. Enter your username and password.	
3. Click the **Sign In** button.	

Each list item is a complete sentence. Therefore, they should end in periods.

Follow these instructions to sign in to your WebStore.	✗
1. Click the **Sign In** link	
2. Enter your username and password	
3. Click the **Sign In** button	

PARALLEL STRUCTURE

All lists should follow parallel structure. This means that each item within a list should follow a similar form (i.e. same tense and voice, all infinitive phrases, "ing" verbal phrases or all noun phrases).

You can sign in to your WebStore by performing the following tasks.	✓
1. Clicking the **Sign In** link	
2. Entering your username and password	
3. Clicking the **Sign In** button	

The top list consists entirely of "ing" verbal phrases. The bottom list contains both "ing" verbal phrases (steps one and two) and an imperative sentence (step three). Therefore, the top list is correct and the bottom list is incorrect.

You can sign in to your WebStore by performing the following tasks.	✗
1. Clicking the **Sign In** link.	
2. Entering your username and password.	
3. Click the **Sign In** button.	

Do not mix complete sentences and sentence fragments.

Here are some features of your new computer.	✓
• A wider monitor	
• A more powerful graphics card	
• A massive hard drive	

The top list consists entirely of sentence fragments. The bottom list contains both sentence fragments (items one and three) and a complete sentence (item two). Therefore, the top list is correct and the bottom list is incorrect.

Here are some features of your new computer.	✗
• A wider monitor	
• The new graphics card will blow you away!	
• A massive hard drive	

Writing Numbers

This section describes how to handle numbers in your writing.

BASIC RULES

Basic rules for writing numbers are listed below.

- Spell out numbers from zero through nine.

- Use numerals to write numbers greater than nine.

  Exceptions: - If your sentence contains two adjacent numbers, spell out the second number regardless of its value. (e.g. "I had to load 12 fifty-pound crates into the truck.")

  - Spell out any number that begins a sentence, regardless of its value. (e.g. "Forty-five minutes later, I was on my way to Toronto.") However, try to *avoid beginning sentences with numbers* whenever possible.

  - Use numerals to write years, regardless of where they appear in a sentence. (e.g. "I thought 2015 was a good year. 2016 will be even better, though.")

LARGE NUMBERS

Rules for writing large numbers are listed below.

- Use commas when writing numerals of four or more digits.

  Example: "Obviously, 1,000 is a lower number than 50,000."

- Spell out the words "million" and "billion" and "trillion," but adhere to the basic rules when writing any numbers that precede them.

  Example: "There are seven billion people on Earth. There are 30 million people in Canada."

- Unless it is absolutely necessary to provide an exact figure, values that precede the word "million" (or "billion" or "trillion") should be rounded to a fractional value with no more than two digits after the decimal point.

  Example: "Last year we had 2.5 million customers. Now we're up to 2.75 million."

DATES AND TIMES

Rules for writing dates are listed below.

- If the date appears on its own (e.g. in a filename or a document's footer or title page), use the format *yyyy-mm-dd*.

- If the date appears within a sentence:
  - Spell out the month and use numerals for the day and the year (e.g. March 1, 2009).

- o Include a comma between the day and the year.
- o Do not include a zero before single-digit dates (e.g. March 1, 2009 ✓ ~~March 01, 2009~~ ✗).
- o Do not include superscript (e.g. March 1, 2009 ✓ ~~March 1ˢᵗ, 2009~~ ✗).

- Use numerals to write times of day.
  (e.g. 5:00 p.m. ✓ ~~five o'clock p.m.~~ ✗)

- Include the minute value, even when that value is 00.
  (e.g. 5:00 p.m." ✓ ~~5 p.m."~~ ✗)

- Write "a.m." and "p.m." in lower-case with a period after each letter.
  (e.g. 6:00 a.m. ✓ ~~6:00 A.M.~~ ✗ ~~6:00 AM~~ ✗ ~~6:00 am~~ ✗)

- Include a space between the time and the abbreviation for morning/afternoon.
  (e.g. 6:00 a.m. ✓ ~~6:00a.m.~~ ✗)

- When writing a range of time:
  - o Include an "a.m." or "p.m" after each value. (e.g. "8:30 a.m. – 5:30 p.m.")
  - o If you precede the range with the word "from," substitute the en dash between the values with the word "to". (e.g. "My office hours are from 8:30 a.m. to 5:30 p.m.")

DECIMALS AND PERCENTAGES

Rules for writing decimals and percentages are listed below.

- Place a zero before the decimal when expressing a value lower than one.

  Example: "The water level has dropped by 0.25 cm."

- Use decimals or percentages rather than fractions.

- Round numbers off to a maximum of two digits after the decimal point unless it is absolutely necessary to be more specific.

- Express percentages using numerals.

  Example: "Over 50% of respondents had positive feedback."

  Exception: If a percentage begins your sentence, spell out the number and use "percent" instead of "%" (e.g. "Twenty-five percent of respondents claimed to have no opinion"). However, as a general rule, try to avoid beginning sentences with numbers when possible.

- Express percentage ranges using numerals separated by an en dash, and include a percent sign after both values.

  Example: "This task takes up 40%-50% of my time."

CURRENCY

Guidelines for writing monetary values are listed below.

- Under *most* circumstances, monetary values can be expressed using either a currency symbol ("¢" or "$") or a word ("dollar" or "cents") as long as you are consistent with the method you choose.

  Example: "The item costs 99¢. It used to only cost 50¢." ✔
  "The item costs 99 cents. It used to only cost 50 cents." ✔
  "The item costs five dollars. It used to only cost two dollars." ✔
  "The item costs $5. It used to only cost $2." ✔
  ~~"The item costs 99 cents. It used to only cost 50¢."~~ ✘
  ~~"The item costs $5. It used to only cost two dollars."~~ ✘

  Exception: There are numerous exceptions to this general rule. Consult all guidelines below.

- When using the word "dollars" or "cents" to express a monetary value, consult the basic rules to decide whether a word or a numeral should precede it.

  Example: "It cost nine dollars." ✔
  "It cost 99 dollars." ✔
  ~~"It cost 9 dollars."~~ ✘
  ~~"It cost ninety-nine dollars."~~ ✘

- Use currency symbols and numerals to express fractional monetary values larger than one dollar.

  Example: "It cost $1.50." ✔ ~~"It cost one dollar and fifty cents."~~ ✘

- When writing a large monetary value (i.e. in the millions, billions or trillions of dollars):

  - Use the formula **[value] million**. Use "billion" or "trillion" instead of "million" when necessary.
  - Consult the basic rules to determine whether **[value]** should be expressed as a numeral or a word.
  - When **[value]** is a numeral, include a "$" before it (e.g. $50 million).
  - When **[value]** is a word, omit the "$" and include the word "dollars" after "million/billion/trillion" (e.g. two billion dollars).

    Note: If it is absolutely necessary to provide an exact amount that is over one million dollars, express it using numerals, commas and a currency symbol (e.g. $2,247,304.88). However, whenever possible, these values should be rounded to a fractional value with no more than two digits after the decimal point (e.g. $2.25 million).

- Do not use a decimal when expressing whole amounts using numerals.

  Example: "The item costs exactly $15."

  Exception: If a whole value and a fractional value appear in the same sentence, include a decimal in both values (e.g. "The item used to cost $15.50, but the price has gone down to $15.00.")

- Say "Free" instead of "$0".

- To express a monetary range, use numerals separated by an en dash. Include a dollar sign before both

Kivuto

values.

> **Example:** "The starting salary $50,000-$60,000."

- When referencing the currency of another country that uses "dollars" (or "$"), include a three-digit ISO code for the country after the value.

> **Example:** "The cost is $25 AUS."

> **Exception:** If the document you are writing refers to only one kind of currency, the ISO code can be omitted after the first reference.

- Consult the *European Union Style Guide*'s rules for expressing monetary units for guidelines for referencing the Euro.

RANGES

Rules for presenting numerical ranges are listed below.

- Express ranges between numbers lower than one million using numerals separated by an en dash.

> **Example:** "The defendant was sentenced to 20-25 years in prison."

> **Exception:** If a sentence contains only one range, and that range is between two numbers lower than 10, it is acceptable to use words instead of numerals and connect them with the word "to" instead of an en dash (e.g. "The download should only take three to five minutes.").

- Express ranges within the millions/billions/trillions using numerals separated by an en dash followed by the appropriate word.

> **Example:** "Our WebStores support 2-3 million users."

- Express monetary ranges using numerals separated by an en dash, and include a dollar sign before both values.

> **Example:** "The starting salary $50,000-$60,000."

- Express percentage ranges using numerals separated by an en dash, and include a percent sign after both values.

> **Example:** "This task takes up 40%-50% of my time."

- When writing a range of time:
  - Include an "a.m." or "p.m" after each value. (e.g. "8:30 a.m. – 5:30 p.m.")
  - If you precede the range with the word "from," substitute the en dash between the values with the word "to". (e.g. "My office hours are from 8:30 a.m. to 5:30 p.m.")

Writing Web Content

This section provides some basic guidelines for writing web content (e.g. WebStore messaging, error messages, tab/field labels, etc.).

WEBSITE "VOICE"

- Text on a WebStores should reference users in the third person, not the first.
  (E.g. Your Account/Orders ✓ ~~My Account/Orders~~ ✗).

HEADINGS AND LABELS

- Use title caps for headings and labels that do not form complete sentences.
- Do not end headings with a colon.

WEB CONTENT CAPITALIZATION

- Use title caps for headings and labels that do not form complete sentences.
- Use sentence caps for complete sentences and body text.
- Avoid all-caps (i.e. NEVER TYPE LIKE THIS).
- See Capitalization for more information about how text is capitalized at Kivuto.

PUNCTUATION

- Do not end headings with a colon.
- Do not end headings with a period unless the heading forms a complete sentence.

Terminology

The following sections detail Kivuto's standards and preferences regarding terminology.

COMMON TERMS

The table below provides the correct spelling and usage for common terms at Kivuto.

Table 2: Common Terms

Term	Function	Example
back up	verb	"Back up your files using a recordable DVD."
backup	noun	"Create a backup using a recordable DVD."
	adjective	"I'd feel better if we had a backup plan."
Backup Media	proper noun	"To purchase Backup Media, look under the heading 'Recommended for You'."
breadcrumbs	noun	"The breadcrumbs at the top of the screen in e5 show how you reached the page you are on."
checkbox	noun	"Click the checkbox next to your preferred option."
checkout	adjective	"You must complete the checkout process before you can download your software."
	noun	"When checkout is complete, you will be directed to your order receipt."
check out	verb	"After adding software to your Shopping Cart, you need to check out before you can download that software."
disc	noun	"The installation wizard should launch automatically when you insert the disc."
disk	noun	"No one stores data on floppy disks anymore."
double-click	verb	"Double-click the file to open it."
drop-down	adjective	"Select your country from the drop-down list."
e-commerce	noun	"Recover licensing costs through secure e-commerce."
eStore	proper noun	"Welcome to the OnTheHub eStore."
email	noun	"You will receive further instructions in an email."
	verb	"I will email you further instructions."
end user	noun	"End users can order software through their organization's WebStore."
end-user	adjective	"Kivuto offers full end-user support."
filename	noun	"The filename you provided is invalid because it contains special characters."

Term	Function	Example
home page	noun	"Users are directed to the home page when they sign in."
internet	noun	"This software requires an active internet connection."
online	adjective adverb	"Amazon is an online retailer." "Let's go online to find the answer."
offline	adjective adverb	"You cannot browse the Internet while offline." "Offline browsing is not possible."
plug-in	noun	"You may need to install a plug-in before the site will display properly."
pop-up	noun adjective	"Excessive pop-ups can be very distracting." "Excessive pop-up ads can be very distracting."
right-click	verb	"Right-click the file to view additional options."
sign-in	adjective	"The sign-in process is quick and intuitive."
sign in	verb	"Only registered users can sign in."
sign-out	adjective	"The sign-out process is quick and intuitive."
sign out	verb	"Click the link in the top-right corner of the page to sign out of the WebStore."
single sign-on	adjective noun	"Your WebStore can be configured to support single sign-on (SSO) verification methods, like SAML and Shibboleth." "Students can access the WebStore via single sign-on (SSO) using their school-issued credentials."
submenu	noun	"You can access the Alerts page through the Miscellaneous submenu."
toolbar	noun	"The formatting toolbar contains options for adjusting the look and feel of your document."
username	noun	"Enter your username and password to sign in."
WebStore	noun	"Students order software through a WebStore."

TERMINOLOGY PREFERENCES

Where more than one term can be used to describe the same thing, or where a term has more than one accepted spelling, Table 3 shows the official Kivuto preference.

Table 3: Terminology Preferences

Use	Avoid	Notes
chargeback	charge-back	More common usage
EdTech	Edtech, Ed-Tech, Ed Tech.	Branding preference
email	e-mail	Both spellings are accepted. However, for consistency, Kivuto employees should always use "email".
eBook	e-book	Branding preference. More generic than eTextbook/eText (see below), this term can refer to any digital book, not necessarily a digital textbook.
e-commerce	ecommerce, eCommerce	Hyphenated, lower-case "c"
e-Reader	eReader, e-reader	Our preferred way of describing apps used to read digital books.
e-Reading	eReading, e-reading	Preferred alternative form to above
eTextbook (eText for short)	e-textbook, e-Textbook, e-text, e-Text	Branding preference. Specific to academic textbooks in digital form. We typically use "eTextbook" for the first usage in a document and then "eText" going forward.
judgment	judgement	"Judgement" is a variant spelling of "judgment". Both are accepted, but "judgment" is more widely used.
percent	per cent	The two-word spelling is common in British English, but Kivuto employees should use the one-word spelling.
product	offering	*This rule applies only to material aimed at end users.* The distinction between products and offerings has value internally and to admins, but not to end users. End users are more likely to be familiar with "product".
Reader	e-reader, Ereader, E-reader, reader	Branding preference. Refers specifically to the Texidium reading apps.
sign in, sign-in, sign out, sign-out	log in, log-in, login, log out, log-out, logout	These are all accepted terms. However, for consistency, Kivuto employees should use "sign in/out" rather than "log in/out" when discussing the process of accessing ELMS or Texidium.
Texidium Reader	Texidium e-Reader, Texidium e-reader, Texium ereader, Texidium reader	The preferred term for our e-Reading app, Texidium
therefore	therefor	"Therefor" is occasionally used in legal writing, but "therefore" is more widely accepted in all other contexts.

Use	Avoid	Notes
WebStore	Webstore, Web Store, web store, webstore	One word, capital 'W' and 'S'. This is the format used in the overwhelming majority of our sites and documentation, and it is Microsoft's preferred term.

COMMON MISTAKES

Table 4 shows the correct spelling of some of the most frequently misspelled English words. Table 5 distinguishes between words that are frequently confused with each other.

Table 4: Commonly Misspelled Words

Correct	Incorrect	Correct	Incorrect
accommodate	accomodate, acommodate	license	lisence, lisense, licence
acceptable	acceptible	maneuver	manoeuver, manoeuvre, maneuvre
acknowledgment	acknowlegement, Acknowledgement	millennium	milennium, millenium
a lot	alot	necessary	neccessary, necesary, necessery,
apparent	apparant, apperent, apparrent, aparrent	no one	noone, no-one
changeable	changable	occasion	occassion, ocasion, ocassion
commitment	comitment, commitmint	occurrence	occurence, occurense
committed	comitted, Commited, Comited	privilege	privilidge, priviledge
deductible	deductable	pronunciation	pronounciation
dependent	dependant	recommend	reccommend, reccomend, recomend
embarrassment	embarassment, embarrasment	separate	seperate
exhilarate	exhilerate, exilarate, exilerate	until	untill
existence	existense, existance, existanse	withhold	withold

Note: "Acknowledgement," and "Manoeuver" are acceptable Canadian spellings, but are incorrect in American English.

Table 5: Commonly Confused Words

Words	Definitions	
capital / Capitol	Capital	City/town that is the political center of a larger area **OR** Wealth (as money or assets) owned or available for a specific purpose (e.g. investment) ("Madrid is the <u>capital</u> of Spain." **OR** "I don't have the <u>capital</u> to start my own business.")
	Capitol	The building in Washington, DC, in which the United States Congress meets ("The legislators convened in the <u>Capitol</u> for an emergency session of congress.")
it's / its	It's	Contraction of "it is" ("<u>It's</u> going to be a very long day.")
	Its	Belonging to or associated with a previously identified person or thing (e.g. "My gum has lost <u>its</u> flavor.")
principal / principle	Principal	Foremost / most important **OR** The head administrator of a school ("The <u>principal</u> goal of this project is to find ways to save money." **OR** "<u>Principal</u> Skinner is a character on The Simpsons.")
	Principle	A fundamental doctrine, law or opinion ("I admire people who live by their <u>principles</u>.")
than / then	Than	Conjunction used to compare or differentiate between two terms ("Toronto is a bigger city <u>than</u> Ottawa.")
	Then	At that time **OR** afterward / next ("Things were simpler back <u>then</u>." **OR** "Take your next left, and <u>then</u> stay on that road for about 20 minutes."
there / their / they're	There	In or at a place that is not here ("Please have a seat over <u>there</u>.")
	Their	Belonging to or associated with previously identified people or things ("The judges couldn't make up <u>their</u> minds.")
	They're	Contraction of "they are" ("<u>They're</u> going to love the gift we bought them.")
to / too	To	Preposition expressing movement in the direction of something ("It's time to go <u>to</u> work.")
	Too	Also / in addition **OR** To a higher degree than expected or desirable ("It's healthy, and it tastes good <u>too</u>." **OR** "It's <u>too</u> cold to go outside.")
weather / whether	Weather	The state of the atmosphere, with respect to heat, rain, wind, snow, etc. (e.g. "I hear that the <u>weather</u> in Mexico is quite nice this time of year.")
	Whether	Conjunction used to introduce the first of two or more options (e.g. "I don't care <u>whether</u> you agree with me or not.")

AMERICAN VS. CANADIAN SPELLING

Use American English in all front-facing documents and communications. For a list of differences between Canadian and American spelling, see Table 6.

Table 6: American vs. Canadian Spelling

American Spelling (✓)	Canadian Spelling (✗)
behavior	behaviour
cancelation / canceled / canceling / cancelation	cancellation / cancelled / cancelling / cancellation
catalog	catalogue
center	centre
check	cheque
color	colour
defense	defence
enroll / enrollment	enrol / enrolment
favor	favour
fueled / fueling	fuelled / fuelling
flavor	flavour
fulfill	fulfil
gray	grey
harbor	harbour
labeled / labeling	labelled / labelling
labor	labour
license	licence
liter	litre
maneuver	manoeuvre
meter / centimeter / millimeter	metre / centimetre / millimetre
neighbor / neighborhood	neighbour / neighbourhood
odor	odour
offense	offence

American Spelling (✓)	Canadian Spelling (✱)
programed	programmed
queuing	queueing
ratable	rateable
rumor	rumour
sizable	sizeable
totaled / totaling	totalled / Totalling
traveled / traveling	travelled / Travelling
vigor	vigour