LUMEN

Writing and Content Stylebook

This document provides editorial rules for all customer-facing communications at Lumen. While we generally follow AP Style, this book highlights common situations and notable exceptions.

Any documents titled "Writing & Content Style Guide" should no longer be used.

Note **Right**, **Wrong**, **Design**, **Body**, **First**, **Then**, **OK to use**, **Preferred**, **Note** and **Exception** notation in the examples.

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Resources

Biweekly change log
Trademark reference guide
Product and customer story descriptions
Lumen abbreviations
Industry glossary
Card survey
Master claims library
All copy templates
Source file library for .com
Guide for marketing blog posts
Blog SEO and readability best practices
SEO request form
Naming guidelines and governance
Lumen Brand Center
Merriam-Webster Online Dictionary
Newton's Telecom Dictionary 32nd Edition

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LUMEN®

Table of Contents

Ctrl or ⌘ + click on a heading to jump to it

Revision history 6
1.0 Brand identity 7
1.1 Company description 7
1.2 Brand positioning 7
1.3 Brand mantra 8
1.4 Elevator pitch 8
1.5 Brand archetypes 9
1.6 Tone of voice 10
1.7 The Lumen name 11
1.7.1 Registration mark definitions 11
1.7.2 Lumen name usage 11
1.7.3 Lumen URL 12
1.8 Product names 12
1.8.1 Lumen names 12
1.8.2 Always locked names 13
1.8.3 Third-party names 14
2.0 Intellectual property 15
2.1 Lumen claims and statistics 15
2.1.1 Language to avoid 15
2.1.2 Claim formatting 15
2.1.3 Statistic formatting 16
2.1.4 Symbols 16
2.1.5 When to cite 17
2.2 Quote attribution 18
2.2.1 In body copy 18
2.2.2 In callouts 19
2.2.3 Omission and paraphrasing 20
3.0 Capitalization 21
3.1 Title case vs. sentence case 21
3.2 All caps case 22
3.3 Capitalization in Resource cards 22
3.4 Lumen products and solutions vs. general technology 24

4.0 Punctuation 25
4.1 Apostrophes 25
4.1.1 Possessives 25
4.1.2 Omitted letters 27
4.1.3 Omitted numerals 27
4.1.4 Special plurals 28
4.1.5 Nested quotations 28
4.1.6 Quotations in titles and headlines 28
4.2 Quotation marks 29
4.2.1 General uses 29
4.2.2 Quotes within quotes 30
4.2.3 Quotation marks with other punctuation 30
4.3 Commas 31
4.3.1 General uses 31
4.3.2 Commas in headlines and headers 34
4.3.3 Serial commas 35
4.4 Periods 36
4.4.1 General uses 36
4.4.2 Periods in headlines and headers 37
4.4.3 Periods with other punctuation 38
4.5 Question marks 39
4.5.1 General uses 39
4.5.2 Frequently Asked Questions (FAQ) 39
4.6 Exclamation points 40
4.7 Hyphens 40
4.7.1 Compound modifiers 40
4.7.2 Other compound forms 43
4.7.3 Prefixes 44
4.7.4 Suffixes 46
4.7.5 Suspensive hyphenation 48
4.7.6 Common terms with and without hyphens 48
4.8 Dashes 50
4.8.1 En dashes 50
4.8.2 Em dashes 51
4.9 Ampersands 52
4.10 Percent symbols 54
4.11 Colons 55

4.12 Semicolons 56
4.13 Parentheses 57
4.14 Brackets 58
4.15 Ellipses 58
4.16 Slashes 58
4.17 Asterisks 60
4.18 Plus signs 61
5.0 Formatting 62
5.1 Numbers 62
5.1.1 General rules 62
5.1.2 Large multiples of 10 64
5.1.3 Notating "times" 64
5.2 Dates and times 65
5.3 Occupational titles 68
5.4 Citations 69
5.5 Links 69
5.6 Locations 70
5.7 Copyright symbol 72
5.8 Bolding and color text 72
5.9 Speeds and numerical abbreviations 73
6.0 Content terminology 75
6.1 Heroes 75
6.2 Eyebrows 76
6.3 Headlines 76
6.4 Headers vs. subheads 76
6.5 CTAs 77
6.6 Claims and statistics 77
6.7 Cards 77
6.8 Image alt text 79
6.9 Bullet lists 81
6.10 Disclaimers 82
6.11 URLs 82
6.12 SEO 83
6.12.1 SEO title tag 83
6.12.2 Keywords 84
6.12.3 Meta description 84
6.13 Forms 85

6.14 Blogs ... 86
6.14.1 Author bio ... 86
6.14.2 Focus keyword or phrase ... 86
6.14.3 Internal and external links ... 87
6.14.4 Callouts ... 87
6.14.5 CTA intro text ... 88
6.14.6 Transcript-style blogs ... 88
6.14.7 Figure labels ... 89
6.14.8 Republishing third-party articles ... 89
6.15 Sub nav ... 90
7.0 Asset overview ... 91
7.1 Display ... 91
7.1.1 Prospecting and retargeting ... 91
7.1.2 DCO ... 92
7.2 Social ... 92
7.2.1 Static ... 92
7.2.2 Carousel ... 93
7.3 Native static and animated ... 93
7.4 Web ... 94
7.4.1 Home ... 94
7.4.2 Solutions category ... 94
7.4.3 Product ... 95
7.4.4 Resource center ... 95
7.4.5 Partner ... 96
7.4.6 Resources ... 96
7.4.7 Support ... 97
7.4.8 Marketplace product spec ... 97
7.4.9 AEM landing ... 97
7.5 Blog ... 98
7.6 Data sheet ... 98
7.7 Video ... 99
7.8 Email ... 99
8.0 Banned list ... 100

Revision history

October 27 – Many areas in Chapter 6 related to new web templates

October 1 – 2.1.4 Symbols, 4.18 Plus signs, 6.0 Content terminology

September 16 – 4.11 Colons

July 27 – 4.16 Slashes, 5.2 Dates and times

July 13 – 4.11 Colons, 5.4 Citations

June 30, 2026 – 2.1.3 Statistic formatting, 2.1.5 When to cite

June 8, 2026 – 1.7.2 Lumen name usage, 5.6 Locations, 6.13 Modal video metadata, 8.0 Banned list

May 27, 2026 – 1.8.1 Lumen names, 2.1.3 Statistic formatting, 2.2.2 Quote attribution In callouts, 4.2.1 Quotation marks General uses, 4.3.1 Commas General uses, 4.4.1 Periods General uses, 4.18 Plus signs, 6.15.4 SEO title, 6.17.2 Focus keyword or phrase, 6.17.7 Figure labels, 6.17.8 Republishing third-party articles, 8.0 Banned list

May 19, 2026 – 4.9 Ampersands, 5.9 Speeds and numerical abbreviations

May 1, 2026 – 1.6 Tone of voice, 4.4.1 Periods general uses, 5.8 Bolding and color text, 5.9 Speeds and numerical abbreviations

April 14, 2026 – 6.1 Heroes, 6.3 Headlines, 6.4 Headers vs. subheads, 2.1.3 Statistic formatting

March 31, 2026 — 4.7.3 Prefixes, 4.9 Ampersands, 2.1.1 Language to avoid

March 10, 2026 — Updated 6.7 Cards, added 1.7.3 Lumen URL

February 13, 2026 — Updated 4.7.2 Other compound forms, 5.1.2 Large multiples of 10, 5.1.1 General rules, 4.9 Ampersands, 4.7.6 Common terms with and without hyphens, 6.5 CTAs, 4.7.3 Prefixes, 6.8 Image alt text, 4.1.6 Quotations in titles and headlines, 5.9 Speeds and numerical abbreviations, 4.7.1 Compound modifiers, 1.8.1 Lumen names

January 23, 2026 — Launch

1.0 Brand identity

1.1 Company description

Lumen frees businesses from the legacy communication services experiences holding them back today by making networking and cybersecurity services more user-friendly and intuitive.

Our digital networking platform connects people, data and apps—quickly, securely and effortlessly. We ignite business growth and accelerate innovation for 8 of the 10 most valuable brands in the world.

Let us help you boost application performance and maximize your IT investments.

View the Lumen Corporate Deck, a high-level overview of who we are, what we do and how we serve our customers.

View the Lumen Narrative Hub for new messaging information.

1.2 Brand positioning

Our brand positioning defines the unique space we want to occupy in the market.

An effective brand positioning will shape how customers and prospects think about Lumen and make it more likely for them to choose Lumen over the competition.

The copy below is approved for external use.

Position	Content
Our purpose	Unleashing the world's digital potential
Our mission	Igniting business growth by connecting people, data and apps—quickly, securely and effortlessly
Our value proposition	Designed to deliver the most user-friendly, intuitive and productive technology environments

1.3 Brand mantra

We Are Lumen

We believe in…

Technology as a force for good

Purposeful disruption of legacy systems in the name of our customers

Experiences centered around people and outcomes

Embracing change as an opportunity to grow

Delivering on our promise to make things quick, secure and effortless

Because complexity is holding our customers back. And they need technology experiences designed around the human experience. Something to connect. To inspire.

To unleash the world's digital potential.

1.4 Elevator pitch

Nearly two-thirds of today's IT initiatives fail because they neglect the effort and complexity placed on those who use and maintain them.

That's why Lumen is disrupting the communications services industry with our unique digital networking platform. It brings the cloud experience to networking and cybersecurity in a way that can only be done on one of the largest, most interconnected networks in the world. We're already helping 8 of the 10 most valuable brands in the world make their IT environments more intuitive and productive.

I'd love to help your company grow like them. Can we meet at [SPECIFIC DATE/TIME]?

1.5 Brand archetypes

The Lumen brand is **70% Caregiver – Champion for customers** and **30% Rebel – Reformer of telco**.

The Caregiver Champion puts the needs of others before our own. The desire for comfort and security grows stronger as the world becomes increasingly complex and challenging. We position ourselves as a trusted source of support and stand out in a marketplace often defined by self-interest and transactional relationships.

The Rebel Reformer seeks to effect change in an understated and calculated way. We find ways to improve the existing system rather than destroy it completely.

This combination allows us to position ourselves both as a trusted leader in the industry *and* as a disruptor or innovator.

For more information on Carl Jung's Brand Archetypes, check out this blog.

Caregiver – Champion 70%	Rebel – Reformer 30%
Addresses every stage of the customer experience with **care**.	Radically **differentiates** us from competitors at key moments.
Takes a **human-centered** approach.	Takes an **action-centered** approach.
Emphasizes **our customer service:** trust, reliability and support.	Emphasizes **our new offerings** and innovative product lineup.
Highlights **our expertise** with years of experience and professional management.	Highlights **our unique capabilities**.
Messaging themes: • Accessibility • Education and personal development • Product customization • Helpfulness and support	**Messaging themes:** • Results or outcomes • Breaking the rules of traditional telco • Replacing complex, outdated systems with future-ready, easy-to-use solutions

Caregiver example language:

- Our elite team of experts is here for you 24/7.
- No matter how complex your challenge, Lumen solutions will get you there—quickly, securely and effortlessly.

Rebel example language:

- On-demand. Where you demand it.
- AI demands a new approach to connectivity and security. Learn how you can harness the power of AI at scale with the Lumen Network.

1.6 Tone of voice

Confident

We sound credible and trustworthy with our straightforward manner.

Our tone is expressive and varied, never monotone or dull.

It's positive and enthusiastic without being over the top or inauthentic.

Clear

We speak conversationally yet precisely.

We describe sophisticated, complex technologies without being too vague, wordy or using jargon that could be confusing.

We address ourselves with the first-person pronoun “we.”

We address customers with the second-person pronoun “you” or using “your business.”

Optimistic

We convey a sense of hope and a positive outlook for the future by speaking of constructive outcomes, even in the face of tough challenges.

Our words and phrases express confidence, gratitude and enthusiasm.

We avoid words and phrases that imply doubt or negativity.

We have a cheerful and upbeat intonation without sounding unrealistic or naive.

Daring

Our reformer personality sounds courageous.

Our willingness to take risks and disrupt the status quo comes through in bold statements with strong intonation about how we champion for our customers.

We stress key words to convey emphasis and determination.

Note: Avoid passive voice. Because our customer-facing tone is clear and daring, passive voice is not appropriate for those materials. For technical material, some passive voice is acceptable in order to convey objectivity and if the actor of the verb isn’t relevant. Prioritize readability and clarity.

1.7 The Lumen name

Our name is the most important part of our brand. Using it correctly maintains our integrity and image.

It's critical to use registration marks correctly because they protect products, services and intellectual property we use to differentiate ourselves from the competition.

Note: Do not use superscript formatting on any symbols in any program. Simply insert plain-text symbols from the Symbol menu.

1.7.1 Registration mark definitions

® *Registered* signifies a registered trademark.

™ *Trademark* signifies an unregistered or pending product mark.

℠ *Service mark* identifies an unregistered or pending service mark.

1.7.2 Lumen name usage

The company name alone does not require a mark. Use "Lumen Technologies" only in press releases or other third-party content and page metadata (see 6.12.1).

Right: Lumen is disrupting the telecom industry.

Wrong: Lumen® is disrupting the telecom industry.

Right: Internet On-Demand | Lumen Technologies

Do not use the possessive form "Lumen's." Instead, use "Lumen" as a modifier when describing our products. Use "we" and "our" to prevent excessive repetition.

Right: The Lumen portfolio / Our portfolio

Wrong: Lumen's portfolio

Use the phrase "the Lumen Network" to refer to our proprietary network. Lowercase "network" when used generally (see 3.4).

Right: Harness the Lumen Network to boost your business agility.

Wrong: Harness The Lumen network to boost your business agility.

1.7.3 Lumen URL

Write vanity URLs with lowercase letters. Use slashes for paths (see 4.16).

Right: lumen.com/sase

Wrong: Lumen.com/SASE

1.8 Product names

1.8.1 Lumen names

View the Trademark Reference Guide for a full list of Lumen products and solutions.

Registered products or solution areas need a registration mark on "Lumen" in the first or most prominent reference. The mark can be dropped in every instance after that on the same page.

Use the descending hierarchy of prominence below to determine where you should place the first registration mark for a product name if the name is used multiple times on a page.

1. Hero headline
2. Header
3. Subhead
4. Card
5. CTA

Exception: Body text is considered to be "not prominent," and anything that isn't one of the above content pieces is body text. If the first instance is in body text, use it there, and then also in the next most prominent reference, after which you can drop the mark. If it only occurs in body text throughout the page, use it only on the first reference.

On the first mention of a product name, use this format: Lumen® Name Descriptor.

First: Lumen® Intelligent Internet

Then: Lumen Intelligent Internet

If a product name is registered to Lumen, drop the "Lumen" after first reference.

First: Lumen® Voice Complete®

Then: Voice Complete

Lumen portfolio categories (Portfolio pages from the Services tab in the Homepage nav, also known as "CSA pages") are capitalized even when they do not include a registration mark.

- Lumen Internet Services
- Lumen Unified Communications and Collaboration (UC&C)
- Lumen Communications Services
- Lumen Infrastructure Services
- Lumen Connectivity Services

Lumen solution categories are capitalized and need a registration mark after Lumen. These are not used much anymore in favor of the service categories above, but they do appear in the Trademark Reference Guide.

- Lumen® Networking Solutions
- Lumen® Security Solutions
- Lumen® Collaboration Solutions
- Lumen® Edge Cloud Solutions
- Lumen® Managed & Professional Services (M&PS)

See the Naming Guidelines & Governance document for more information.

Match number agreement to the noun form of the product name.

> **Right:** Lumen DDoS Mitigation Solutions help protect your business.

1.8.2 Always locked names

Some product names are always locked, meaning they must appear in full on every mention. This is usually because they involve a partner name. Registration marks can drop after the first mention.

See the "Lumen always-locked names" tab in the Trademark Reference Guide for a full list.

> **First:** Lumen® SASE with Fortinet®
>
> **Then:** Lumen SASE with Fortinet

1.8.3 Third-party names

For third-party companies, use the complete name with any required registration marks on first reference. Use the name as a modifier for subsequent references.

> **First:** Mitigate risks and contain threats with Lumen Defender℠ Advanced Managed Detection and Response (AMDR) with Microsoft Sentinel, a fully managed 24/7 security operations center (SOC) solution.
>
> **Then:** Lumen-provided managed Sentinel

Note: The National Football League (NFL) does not allow their logo or branding to be used in any materials without express written permission. Our assets specifically avoid using NFL references.

2.0 Intellectual property

2.1 Lumen claims and statistics

All claims and statistics about Lumen and our products must be verified through our Legal team.

Do not share Lumen financial data that is not publicly available from approved press releases.

2.1.1 Language to avoid

Avoid language that makes or implies claims that we cannot guarantee, or that cannot be backed up by published data. Also avoid comparatives and superlatives without the appropriate substantiation.

> **Right:** optimizes, maximizes, enhances, enables, helps ensure, boosts, is designed to, customers reported
>
> **Wrong:** largest, always, guarantee, best, ensure, increase, decrease, improve, industry-leading, savings, future-proof

Some of these claims can be used with substantiation. See 8.0 for more information.

2.1.2 Claim formatting

Claims are bold benefit statements consisting of two lines. The first line includes a customer value with bold formatting. The second line explains the claim or includes a cited statistic to back it up.

Use bolding and color text as needed (see 5.8).

2.1.3 Statistic formatting

Bold the number and any appropriate symbols in a designed statistic. Do not add a period at the end.

In designed materials, including video billboards (see 7.7), use symbols with no spaces to shorten text lines. In body copy, write out these words instead. See 5.1 for number formatting. See 5.4 for citation formatting.

Design: #1 peered global network[1]

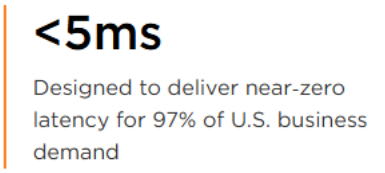
Body: As the #1 peered global network[1], we…

[1]Center for Applied Internet Data Analysis (CAIDA), *AS rank*, April 2025.

Use a capital letter after the statistic only if the text does not finish the phrase grammatically. Otherwise, use a lowercase letter after the number and any relevant symbols or units.

Design: <5ms Designed to deliver near-zero latency for 97% of U.S. business demand

Body: Our network is designed to deliver near-zero latency for 97% of U.S. business demand



Note: Videos and display ads do not need reference punctuation for either disclaimers or citations if the cited text and its source are the only text on the ad or on a particular screen of a video. If there is more text than just the claim or statistic, add the disclaimer or citation as you normally would.

2.1.4 Symbols

Use the tilde symbol (~) for approximate values.

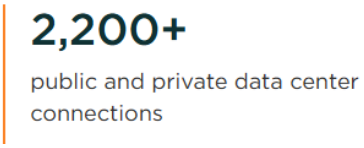
Design: ~340K global fiber route miles

Body: approximately 340,000 global fiber route miles

Use the plus sign (+) to signify "over."

Design: 2,200+ public and private data center connections

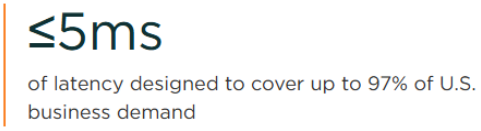
Body: over 2,200 public and private data center connections



Use less than (<) or less than or equal to (≤) symbols to signify "this amount or under."

Design: ≤5ms of latency

Body: under 5ms of latency



Use the percent symbol (%) for percentages (see 4.10).

Design: 60% more capacity vs. legacy fiber

Body: Our network has 60% more capacity than legacy fiber.

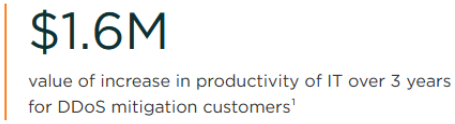
2.1.5 When to cite

Always cite third-party data, including results of studies sponsored by Lumen, and our own data when referencing customer outcomes (see 5.4).

In body copy, rewrite complicated or detailed statistics with full sentences and use coreferential citation formatting.

Design: $1.6M value of increase in productivity of IT over 3 years for DDoS Mitigation customers[1]

Body: DDoS Mitigation customers saw an average of $1.6 million in value increase of IT productivity over three years.[1]



[1]Forrester, *The Total Economic Impact™ of Lumen DDoS Mitigation Solutions*, April 2023.

We do not cite ourselves when presenting basic facts about our infrastructure or services.

Right: Designed to be #1 provider of AI-ready infrastructure

2.2 Quote attribution

Always attribute quotations with body copy or "pull quote" formatting. Ensure you have written permission to quote Lumen leaders, customers or analysts.

Quotes must be used in full wherever possible, including any morphological style mistakes (such as "Lumen's"). Punctuation should be corrected.

You may correct minor grammatical errors without needing to indicate a paraphrasing with brackets.

2.2.1 In body copy

In the first mention of a person and their title, start with their formal or occupational title in title case, then follow with their name, with no punctuation, then the verb. Use opening and closing quotations, with a period before the closing quotation.

Do not use commas to set off titles. Do not use a comma to represent "of."

> **Right:** Director of Engineering Infrastructure Howie Chung explained, "Previously we would work to provision dedicated circuits, which would take time and would be cost prohibitive."
>
> **Then:** "With NaaS, the ability to provision high-bandwidth circuits within minutes was key," said Chung.

To limit repetition, abbreviate to the person's last name after the first mention.

The following titles are common knowledge and never need to be spelled out. For C-level or Vice President titles outside of the ones listed, spell them out and then put the abbreviation in parentheses. For example, "Chief Product Officer (CPO)."

- CEO – Chief Executive Officer
- COO – Chief Operating Officer
- CFO – Chief Financial Officer
- CIO – Chief Information Officer
- CTO – Chief Technology Officer
- CMO – Chief Marketing Officer
- VP – Vice President
- SVP – Senior Vice President
- EVP – Executive Vice President

> **Right:** Arctic Glacier CIO Doug Saunders said, "When I joined Arctic Glacier, I saw a symphony of moving parts that needed to work in harmony."

Abbreviate “Junior” and “Senior” modifiers in titles to “Jr.” and “Sr.” (except in “VP” titles listed above).

Right: Sr. Manager of Sales

Wrong: Senior Manager of Sales

Note: Use “and” to indicate more than one title. Do not use ampersands in body copy. If they have more than two titles, they need to indicate their top two.

Note: Capitalize educational degrees. Common examples include Bachelor of Arts, Bachelor of Science, Master’s and PhD. “Graduate” and “postgraduate” are common nouns and do not need capitalization outside of the sentence-initial position.

2.2.2 In callouts

“Callouts” (also sometimes called “pull quotes”) are designed images of a quote or formatted HTML text outside of paragraph-style body copy.

Format the citation using this procedure: Opening quotation, sentence(s), end punctuation (period or ellipses), closing quotation, line break, em dash (—), space, Name, comma, space, Title, line break, Company.

The em dash, name, title and company are bolded.

Do not use a comma to represent “of.” If a person is a Vice President of Global IT, write their title as “VP of Global IT,” not “VP, Global IT.”

If someone has a C-level or Vice President titles outside of the ones listed in 2.2.1, spell it out. Do not put the abbreviation in parentheses.

“Quote here.”
— Name, Title
Company

In designed quotes, the person’s title may be moved to the next line only if it’s long and there is limited space. In this case, remove the comma after their name.

Individuals with multiple titles have both titles listed. Separate them with the word “and.”

Note: Quotes from Lumen customers will need to include the following text in the image or nearby on the page: "Current Lumen customer compensated for their endorsement." Only use quotes from current customers.

Note: See the C-suite titles list for a list of executive titles and their formats in both in-text attributions and quote callouts.

2.2.3 Omission and paraphrasing

Use careful omissions and paraphrasing to reduce the length of a quotation for space or concision.

Omitted lines of a quote use an ellipsis symbol (…) with:

- Surrounding spaces if in the middle of a sentence.
- Surrounding spaces if replacing an entire sentence in the middle of a quote.
- No surrounding spaces if at the beginning or end of a sentence and of the quote.

Do not use ellipses when removing a full sentence from the beginning or end of a quote.

Remove any commas that abut ellipses.

> **Original:** Sr. Network Engineering Manager Mahendra Verma said, "I had the perfect dream team. I was able to accomplish what I needed to do if I needed something, and I was able to get a response back in a very reasonable time. I am thankful for the team."
>
> **Right (middle of sentence):** "I was able to accomplish what I needed to do … and I was able to get a response back in a very reasonable time," said Verma.
>
> **Right (entire sentence):** "I had the perfect dream team. … I am thankful for the team," said Verma.
>
> **Right (beginning of sentence, beginning of quote):** "…I was able to get a response back in a very reasonable time," said Verma.
>
> **Right (end of sentence, end of quote):** "I was able to accomplish what I needed to do…" said Verma.

Paraphrased lines use brackets to replace or condense text. When condensing, include the word before and after the missing word or phrase. Make sure paraphrased quotations are approved if there are any meaningful changes.

> **Right:** "I [accomplished] what I needed to do if I needed something, and I [got] a response back in a very reasonable time," said Verma.

3.0 Capitalization

3.1 Title case vs. sentence case

Title case is used in job titles, titles of products and solutions, the Home page navigation bar, page sub nav components, and team or department names, such as Sales, Investor Relations, and Research and Development. Do not use the words "team" or "department" when referring to one. For example, "Contact Sales," not "Contact the Sales team." Midsentence articles, conjunctions and prepositions four letters or fewer are not capitalized.

Sentence case is used in general technology references, CTAs (except on proper nouns), flags on cards and all asset titles.

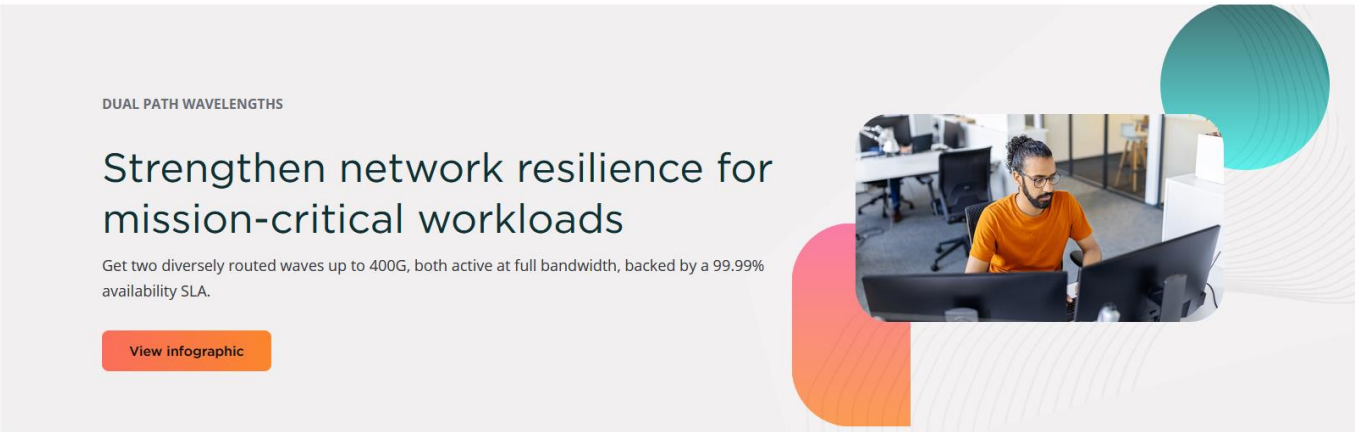
Asset titles will also be italicized everywhere except Resource cards.

Title Case	Sentence case
Job titles (see 2.2.1 and 2.2.2)	General technology references
Lumen or other companies' products and solutions	All CTAs
Navigation bars, including Home and Product pages	Flags on cards (see 6.7)
Team or department names	All asset titles (*italicized*), citations (*italicized*), pullout quotes (*italicized* when referencing the source title), and Resource cards (not italicized)

3.2 All caps case

All caps case is used with web eyebrows and in Resource cards that denote the asset type (see 3.3). Do not use all caps case for emphasis.

Web eyebrows are a short version of the product name, such as “DUAL PATH WAVELENGTHS” in the example below.



They use no registration marks because they are general technology references (see 3.4).

Acronyms and initialisms also use all caps or, on occasion, hump case. Follow the guidelines in the list of Lumen abbreviations.

3.3 Capitalization in Resource cards

In the old template, resource cards are at the bottom of the page and are grouped by theme with the card title in sentence case. Shorten “and” with an ampersand.

Common ones include:

- Documentation
- Research & reports
- Tools
- Related products

Resource cards also have asset types listed in gray text in all caps case above each link or set of links of the same type. Use the pluralized form if there is more than one asset of the same type.

If a card includes only one asset type, the card title is the pluralized asset type. For example, a “Documentation” card with only data sheets can remove the asset type DATA SHEETS and is titled “Data sheets.”

Resources

RESOURCE CENTER

Get more info on Lumen Ethernet Services

View all resources

Documentation

DATA SHEETS
Lumen Ethernet Services

Lumen Ethernet On-Demand

BROCHURE
Choosing the right Ethernet solution

FAQ
Frequently asked questions about Ethernet On-Demand

REPORT
Lumen Validated Design for Cyber Resilience with Commvault

Related products

Ethernet On-Demand

IP VPN On-Demand

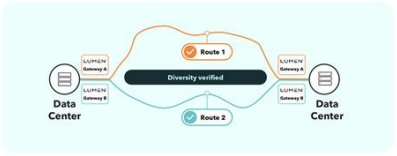
SD-WAN

The Featured Resource card goes first in the carousel and uses an image rather than a card title. The asset type will still be gray with all caps case. The CTA will be in sentence case. Common featured resources for Product pages are reports, videos and the Resource Center.

"Related products" will be a singular card with no asset types. Do not include "Lumen" or any registration marks in this card since they will all be our products and link directly to the Product pages.

In the new product and solutions page templates, there is no special capitalization. Asset type eyebrows, asset name, description and CTA are all in sentence case.

Related resources



Infographic

Vendor vs. route diversity

See how network changes can cause physically diverse paths to converge after installation.

View infographic →

Blog

Provable network resilience for the AI era

Explore how verified route diversity supports network resilience for AI infrastructure.

Read blog →

Brief

Design freedom in the AI era

Learn why assumed diversity fails and what proven route separation changes for your architecture.

Read brief →

3.4 Lumen products and solutions vs. general technology

Treat Lumen products, solutions, services and names as proper nouns with title case.

See the Trademark Reference Guide for Lumen product and solution names. See 1.8.1 for registration mark rules.

General technology references do not require capitalization unless they are acronyms or initialisms, or if they are commonly accepted as capitalized, such as "Ethernet." See the Industry glossary for a full list.

Note: Not all full phrases use title case capitalization.

Right: the internet

Wrong: the Internet

First: customer premises equipment (CPE)

Then: CPE

4.0 Punctuation

4.1 Apostrophes

Apostrophes (') are used with possessives and omitted characters.

4.1.1 Possessives

Use an apostrophe and an S for singular nouns not ending in S.

Right: the user's access

Wrong: the user access

Wrong: the users access

Use an apostrophe and an S for singular nouns ending in S.

Right: business's

Wrong: business'

Use an apostrophe and an S for plural nouns not ending in S.

Right: women's

Wrong: womens

Use only an apostrophe for plural nouns ending in S.

Right: states' budgets

Wrong: state's budgets (unless referring to one state)

Wrong: states budgets

Use only an apostrophe for names ending in S.

Right: Hank Charles' company

Wrong: Hank Charle's company

Wrong: Hank Charles's company

Use only an apostrophe for nouns plural in form but singular in meaning.

Right: the United States' infrastructure

Wrong: the United States infrastructure

Do not add possessives to abbreviations with periods. Spell it out or drop the article to make it an attributive noun instead.

Right: the United States' infrastructure

Right: U.S. infrastructure

Wrong: the U.S.'s infrastructure

Personal relative and interrogative pronouns have separate possessive forms, none of which use an apostrophe.

Right: mine / ours / your / yours / his / hers / theirs / its / whose

Wrong: our's / your's / her's / their's / it's (unless contracted from "it is") / who's (unless contracted from "who is")

Use a possessive form once after the last word of the phrase with objects jointly possessed by two parties.

Right: Cisco and IBM's partnership

Wrong: Cisco's and IBM's partnership

Use a possessive form after each word of the phrase with objects possessed individually by two parties.

Right: AT&T's and Verizon's competitors

Wrong: AT&T and Verizon's competitors

Use a possessive form to express an abstract idea containing “of” in a more conversational way.

OK to use: a day of work

Preferred: a day’s work

Wrong: a days work

Use a possessive form when the possessor contains compound words and place it on the word closest to the possessed item.

Right: anyone else’s opinion

Wrong: anyone elses opinion

Wrong: anyone elses’ opinion

4.1.2 Omitted letters

Use a closing (right) apostrophe to replace omitted letters in contractions.

Right: you’re (you are) / it’s (it is) / aren’t (are not) / can’t (cannot) / we’ll (we will) / let’s (let us)

Wrong: your (possessive pronoun) / its (possessive pronoun) / arent / cant / well / lets

4.1.3 Omitted numerals

Use a closing (right) apostrophe (single quote) to replace numerals, namely in dates. Do not use an opening (left) apostrophe.

Note: Some fonts have identical right and left single quotes. Always check and manually replace using the Symbol menu if needed.

Right: back in ’80

Wrong: back in ‘80

4.1.4 Special plurals

Apostrophes are not used in plurals for one-letter nouns and numbers.

> **Right:** Xs and Ys
>
> **Wrong:** X's and Y's
>
> **Right:** 1980s
>
> **Wrong:** 1980's

4.1.5 Nested quotations

Use opening and closing apostrophes for quoted material within quotations (see 4.2.2).

> **Right:** "I think we called it a 'basic programming interface,' but I can't remember for sure," he said.

4.1.6 Quotations in titles and headlines

Use single quotes (opening and closing apostrophes) to replace quotation marks in titles.

> **Right:** How Lumen® NaaS became Atlantic Packaging's 'easy button'
>
> **Wrong:** How Lumen® NaaS became Atlantic Packaging's "easy button"

4.2 Quotation marks

4.2.1 General uses

Use opening and closing quotation marks with direct quotations (see 2.2).

> **First:** COO of the Space Needle Karen Olson said, "The Space Needle put Seattle on the map."
>
> **Then:** "We need really strong technology partners to make that happen," said Olson.

Note: Do not use quotation marks to denote direct quotations in transcript-style text (see 6.14.6).

Use quotation marks for nicknames, including for named malware, botnets and state-linked campaigns.

> **Right:** James "Jim" Evans

Use quotation marks for irony or sarcasm, not emphasis. It carries the meaning, "if you could call it that."

> **Right:** This outdated "system" has left users feeling confused.

Use quotation marks for the first reference of a new or unfamiliar term. Do not use quotation marks for the same term in subsequent references.

> **First:** The Black Lotus Labs team has uncovered new infrastructure behind the "SystemBC" botnet.
>
> **Then:** SystemBC offers proxies with massive amounts of volume.

Do not use quotation marks to report a few ordinary words that a speaker or writer has used, or when the quotation would contain words that the speaker could not have used due to necessary pronoun or other adjustments.

> **Quote:** "I hope to see your monumental progress soon."
>
> **Right:** She said she hopes to see their "monumental progress" soon.
>
> **Wrong:** She said she "hopes to see their monumental progress soon."

4.2.2 Quotes within quotes

Use single quotes (opening and closing apostrophes) for the smaller spans within nesting quotes.

Right: “The technology is called ‘artificial intelligence,’ he said.”

4.2.3 Quotation marks with other punctuation

The period or comma will always go inside quotation marks.

Right: The technology is called “artificial intelligence.”

Right: The technology is called “artificial intelligence,” he said.

The em dash and the question mark go inside quotation marks when they apply to the quoted matter. They go outside when they apply to the whole sentence. Do not add an extra comma. With a question mark, do not capitalize the first letter after a quotation.

Right: “I’m not sure what that has to do with—” he said.

Right: “What was that?” he asked.

Right: He asked, “What was that?”

Wrong: “What was that?,” he asked.

Wrong: “What was that?” He asked.

4.3 Commas

4.3.1 General uses

Commas go inside other punctuation, except trademark symbols.

> **Right:** "That's what I thought it was," he said.
>
> **Wrong:** "That's what I thought it was", he said.
>
> **Right:** Discover Lumen® Private Connectivity Fabric®, the next generation of networking.
>
> **Wrong:** Discover Lumen® Private Connectivity Fabric,® the next generation of networking.

Use commas in noun phrases with coordinate adjectives of equal rank, which independently modify the same noun. Adjectives of equal rank are interchangeable, and the comma could be replaced by "and."

The order of adjectives is below. Note that Opinion is the default category if a word doesn't fit one of the others.

1. **Determiner** (a, an, the, my, your)
2. **Quantity** (one, several, many, few)
3. **Opinion** (digital, secure, high-speed, centralized)
4. **Size** (big, small, tall, short)
5. **Age** (old, young, new, ancient, modern)
6. **Shape** (round, square, flat, oval, long)
7. **Color** (black, white, red, blue, green)
8. **Origin** (American, Chinese, French, Italian)
9. **Material** (wooden, plastic, copper)
10. **Purpose / Type** (often attributive nouns, like "security" in "security system")*

> **Right:** secure, scalable connectivity (Both adjectives are independently modify "connectivity.")
>
> **Wrong:** secure scalable connectivity
>
> **Right:** several high-speed cables (The adjectives are cumulative.)
>
> **Wrong:** several, high-speed cables
>
> **Right:** enterprise network services
>
> **Wrong:** enterprise, network services

*Type adjectives are cumulative rather than coordinate. They do not use commas when going from specific to general in meaning. When using more than one type, do not use a comma, and place the broadest, most essential idea closest to the head noun.

Use a comma with nonessential (restrictive) phrases and clauses, including introductory dependent clauses, appositives, list introductions (like "including"), and yes and no or similar words.

Right: With up to 400 Gbps services on 400 Gbps ports, we deliver 99.999% SLA.

Wrong: With up to 400 Gbps services on 400 Gbps ports we deliver 99.999% SLA.

Right: Lumen, the trusted network for AI, delivers secure connectivity.

Wrong: Lumen the trusted network for AI delivers secure connectivity.

Right: Yes, our current bandwidth reaches up to 30 Gbps.

Wrong: Yes. Our current bandwidth reaches up to 30 Gbps.

Use a comma when joining two independent clauses with a FANBOYS coordinating conjunction: for, and, nor, but, or, yet and so. In other words, use a comma if the subject of each clause is expressly stated. Do not use a comma in sentences with two verbs that apply to one subject, but the latter subject is omitted.

Right: Enterprises are scaling next-gen applications, and cloud connectivity plays a critical role in that acceleration.

Wrong: Enterprises are scaling next-gen applications and cloud connectivity plays a critical role in that acceleration.

Right: On-demand services help you optimize performance and secure your data.

Wrong: On-demand services help you optimize performance, and secure your data.

Do not use commas with two short, closely related independent clauses with expressed or implied subjects.

Right: They needed a solution and we delivered. (Expressed subjects.)

Right: Protect your business and win the innovation race. (The implied subject is "you.")

Do not use a comma with subordinating conjunctions. Common ones include: after, as soon as, because, before, even, even though, if, in case, once, since, so that, than, though, until, when, where, whether, while and why.

Note: "So that" is often shortened to "so," making it appear like a coordinating conjunction. The difference is that the clause after "so that" is a purpose or intention of the first clause while the coordinating conjunction "so" is a result of it. This test can help determine which is which.

If you can replace "so" with "and as a result," use a comma because it's coordinating.

If you can replace "so" with "with the intention of," don't use a comma because it's subordinating.

> **Right:** Streamline your management into a single experience so (that) your teams can stay focused on progress instead of overhead.
>
> **Wrong:** Streamline your management into a single experience, so your teams can stay focused on progress instead of overhead.

Use a comma after the verb when introducing quotations.

> **Right:** LePage said, "That's critical for a firm like ours."
>
> **Wrong:** LePage said "That's critical for a firm like ours."
>
> **Wrong:** LePage said: "That's critical for a firm like ours."

Use a comma when attributing quotations in body copy.

> **Right:** "Our immediate need is agility," LePage emphasized.
>
> **Wrong:** "Our immediate need is agility." LePage emphasized.
>
> **Wrong:** "Our immediate need is agility" LePage emphasized.

Use a comma in "City, State" or similar location constructions. Use a comma after the second element of the location as well if the sentence continues.

> **Right:** The team completed their facility in San Ramon, California, under tight deadlines.
>
> **Wrong:** The team completed their facility in San Ramon, California under tight deadlines.
>
> **Wrong:** The team completed their facility in San Ramon California under tight deadlines.

Use a comma with "Month Day, Year" constructions. Set off the year with an additional comma if the sentence continues (see 5.2).

> **Right:** The offer is valid through June 19, 2025, with the purchase of a qualifying service.
>
> **Wrong:** The offer is valid through June 19, 2025 with the purchase of a qualifying service.
>
> **Wrong:** The offer is valid through June 19 2025 with the purchase of a qualifying service.

Do not use a comma with "Month Year" constructions.

Right: The majority of the work was done by May 2024.

Wrong: The majority of the work was done by May, 2024.

Use a comma to separate repeated words within a clause.

Right: "What the problem is, is we are lacking scalability," said McDonald.

Wrong: "What the problem is is we are lacking scalability," said McDonald.

4.3.2 Commas in headlines and headers

Use commas in headlines or headers as you would normally use them (see 4.3.1).

Do not add periods to headers except with two phrases in parallel construction (see 4.4.2).

Right: With our speed and capabilities, it's game on

Right: With our speed and capabilities? It's game on.

Wrong: With our speed and capabilities, it's game on.

Use a comma, em dash or nothing with adjacent words that benefit from rhetorical separation due to ambiguity or repetition.

Right: Meet the AI needs of tomorrow, today

Right: Meet the AI needs of tomorrow—today

4.3.3 Serial commas

Do not use a serial (Oxford) comma, except in three specific cases, listed below.

> **Right:** Explore networking, collaboration and cybersecurity.
>
> **Wrong:** Explore networking, collaboration, and cybersecurity.

Use a serial comma if it prevents the meaning from becoming unclear.

> **Right:** We deliver SD-WAN optimized for remote branches, cloud-based network firewalls, and secure web gateways.
>
> **Wrong:** We deliver SD-WAN optimized for remote branches, cloud-based network firewalls and secure web gateways. (In this sentence, the firewalls and gateways read like an appositive of remote branches when they are actually separate things.)

Use a serial comma if one item in a list contains the word "and," an ampersand or a comma.

> **Right:** Explore networking, UC&C, and cybersecurity.
>
> **Right:** Explore solutions for a secure customer experience, flexible networking, and secure and reliable connectivity.

Use a serial comma if the list contains a complex series of clauses—namely, if it contains multiple verbs and their predicates.

> **Right:** Our networking solutions help your business minimize slowdowns with near-zero latency, increase bandwidth through dynamic routing, and optimize application performance with fast connectivity.
>
> **Wrong:** Our networking solutions help your business minimize slowdowns with near-zero latency, increase bandwidth through dynamic routing and optimize application performance with fast connectivity.

4.4 Periods

4.4.1 General uses

Use a period to end a declarative sentence.

Right: AI is changing the world.

Exception: Do not add a period to the end of a declarative sentence in a designed statistic when the text completes a numeral grammatically.

Use a period when the sentence below the statistic is separate from it. Use parallel construction in adjacent statistics.

Use a period to end an imperative sentence.

Right: Empower your business to lead the AI revolution.

Use a period to end an indirect question.

Right: You may be wondering how we can help your business grow.

Use a period or periods in abbreviations when appropriate. The only common abbreviations with periods are "U.S." and "vs." for "versus." All other abbreviations do not use periods.

Note: Reserve "vs." for headlines and headers. Avoid it in body text.

Right: U.S.

Wrong: US

Right: UK

Wrong: U.K.

Right: Evaluate your build vs. lease options with Lumen

Wrong: Evaluate your build versus lease options with Lumen

Use a period to shorten a name to an initial when the initialism is preferred or common.

Right: John F. Kennedy

Use a period with no surrounding spaces in prices, decimals and other numeral phrases.

Right: $1.77

Right: 3.5 Tbps

Do not use sentence fragments in prose-style text. Use a colon or a dash instead.

Right: You've probably heard of those special dates on the business calendar: Take Our Children to Work Day, Walk to Work Day, even Leave the Office Early Day.

Wrong: You've probably heard of those special dates on the business calendar. Take Our Children to Work Day, Walk to Work Day, even Leave the Office Early Day.

Exception: Blog posts or personal announcements from executives can use sentence fragments stylistically in order to preserve their voice and authority.

4.4.2 Periods in headlines and headers

In headlines and headers with two phrases in parallel construction, use a period after each one.

Right: Smart scalability. Streamlined control.

Right: Smart scalability and streamlined control

Wrong: Smart scalability, streamlined control

Wrong: Smart scalability, streamlined control.

In headlines and headers with a question followed by an answer, use a period after the second one (and a question mark after the first).

Right: Ready to learn more? Contact us today.

4.4.3 Periods with other punctuation

Use a single space after a period.

> **Right:** The world is changing. Is your business keeping up?
>
> **Wrong:** The world is changing. Is your business keeping up?

Periods go inside quotation marks, even when the quoted material does not include the whole sentence.

> **Right:** The technology is called "artificial intelligence."
>
> **Wrong:** The technology is called "artificial intelligence".

Periods go outside parentheses when the parenthetical is a part of the sentence. If needed, they go inside when the whole sentence is a parenthetical. However, if tempted to use a whole-sentence parenthetical, use an em dash to set off the second clause instead. See 4.13 for more on parentheses.

> **Right:** The world is coming around to artificial intelligence (AI).
>
> **Right:** We connect businesses fast—and provide award-winning security.
>
> **Wrong:** We connect businesses fast. (And we provide award-winning security.)

Do not double periods.

> **Right:** "In the future, we are likely to take on challenges in unknown areas," said the Director and CTO of Net Protections, Inc.
>
> **Wrong:** "In the future, we are likely to take on challenges in unknown areas," said the Director and CTO of Net Protections, Inc..

4.5 Question marks

4.5.1 General uses

Use a question mark (?) to denote the end of a direct question, whether in full-sentence or fragment form.

Right: Ready to take the next step?

Right: Questions? Let's talk.

Do not use a question mark to indicate the end of an indirect question.

Right: He asked what he should do.

Wrong: He asked what he should do?

4.5.2 Frequently Asked Questions (FAQ)

FAQs use first-person pronouns, as if the customer were asking a Sales agent these questions directly.

Ensure the verb agreement with the subject is correct.

Right: What are Lumen Wavelength Solutions?

Wrong: What is Lumen Wavelength Solutions?

Wrong: What Lumen Wavelength Solutions are

Wrong: What Lumen Wavelength Solutions is

Note: The term "FAQ" is singular, but the Q stands for "Questions" (plural). Multiple FAQ documents are "FAQs."

4.6 Exclamation points

Never use exclamation points (!) in customer-facing materials at Lumen.

4.7 Hyphens

Hyphens join elements together to avoid ambiguity or to form a single idea from two or more elements.

The goal of a hyphen is to aid in comprehension. If a hyphen makes the meaning clearer, use it. If it adds clutter or distraction to a sentence, don't use it.

If a sentence uses distracting hyphens, rephrase it. Place the modifying phrase after the noun without hyphens (if applicable) instead of before it with hyphens.

Consult the primary spelling in Merriam-Webster to resolve disputes.

4.7.1 Compound modifiers

Use a hyphen to join two elements before a noun when it prevents an unintended meaning.

> **Right:** a small-business owner (an owner of a small business)
>
> **Wrong:** a small business owner (a business owner who is small)

Some two-word modifying terms, especially those typically used as nouns, have become commonly recognized as effectively one word. No hyphen is needed when the intention and meaning are clear.

> **Right:** hybrid cloud solutions ("Hybrid cloud" is meaningful.)
>
> **Wrong:** hybrid-cloud solutions (Hyphenating doesn't help with clarity.)

Note: See the Industry glossary for modifying nouns and adjectives that are hyphenated or not hyphenated in every usage.

Hyphenate spelled-out compound numbers at the beginning of a sentence (see 5.1.1).

> **Right:** Fifty-three people attended the event.
>
> **Wrong:** Fifty three people attended the event.
>
> **Wrong:** 53 people attended the event.

Use two hyphens in modifiers with three or more words when they occur before nouns. Consider rephrasing if a modifier uses more than three words.

Right: black-and-white photograph

Right: a photograph in black and white

OK to use: a win-at-all-costs strategy

Preferred: a strategy to win at all costs

Do not use a hyphen to join a two-word adjective phrase when it includes "very" or any adverb ending in "-ly."

Right: a very strong position

Wrong: a very-strong position

Right: highly automated process

Wrong: highly-automated process

Many combinations are hyphenated before a noun but not after because the first word in the hyphenation is a full word, not a hyphenated prefix (see 4.7.3). The word "well-" is one such example.

Right: a well-known company

Right: The company is well known.

Use a hyphen if confusion could result from not hyphenating a compound modifier after its noun (see 4.7.6). Do not hyphenate a phrase with a verb if the whole phrase is used as a verb.

Right: state-of-the-art technology

Right: The technology is state-of-the-art.

Right: pay-as-you-go pricing

Right: The pricing model is pay-as-you-go.

Right: Skip long-term contracts and pay as you go.

Use a hyphen to link only the last element when a phrase with three or more words is easily recognized without hyphens. Consider rephrasing.

OK to use: artificial intelligence-based design

Preferred: a design based on artificial intelligence

Wrong: artificial-intelligence-based design (with a hyphen before "based")

Wrong: artificial intelligence–based design (with an en dash before "based")

Capitalize the second term of a capitalized hyphenated word.

Right: Network-Based Security

Wrong: Network-based Security

Do not capitalize the other part of a hyphenated term containing an initialism or acronym unless it's in a proper noun.

Right: SIP-based

Wrong: SIP-Based

4.7.2 Other compound forms

Do not hyphenate phrasal verbs.

Phrasal verbs are most often made into one word with no hyphen when used as nouns or modifiers, with some **bolded** exceptions in the table below.

There are some words that Lumen does not hyphenate despite Merriam-Webster doing so due to common industry usage or readability.

Exception: Hyphenate new or specialized phrasal verbs when their noun form is also hyphenated.

> **Right:** cross-connect (v.) *and* cross-connection (n.)

Below are some commonly used phrasal verbs and their noun forms.

Phrasal verb	Noun or modifier
back up	backup
build out	buildout
call back	callback
cut back	cutback
cut off	cutoff
follow up	**follow-up**
hand off	handoff
kick off	kickoff
line up	lineup
log in	login
log off	logoff
log on	logon
play back	playback
roll out	rollout
stand in	**stand-in**
trade off	**trade-off**
turn up	turnup
voice over	**voice-over**

4.7.3 Prefixes

Hyphenate prefixes according to the main (not variant) entry in Merriam-Webster.

Prefixes are generally not hyphenated, with some **bolded** exceptions in the table below.

If a prefix contains an example with and without a hyphen in the table, look up the word in the dictionary to see the correct spelling.

Hyphenate if the original word is capitalized, such as "ex-President."

Hyphenate if there are two possible meanings, such as "re-cover," to cover again.

Hyphenate between double vowels: ii, aa, oo and ee.

Note: The double-o words "cooperate" and "coordinate" are not hyphenated, nor are some double-e combinations, such as "reestablish" or "reemerge."

Below are common prefixes with examples of correct usage.

Prefix	Example
a-	apolitical, asymmetrical
all-	all-around, all-consuming
anti-	antivirus, anti-corruption
after-	aftereffect, after-tax
bi-	biweekly, biannual
by-	byproduct, bystander
co-	colocation, co-worker*
counter-	counteroffer, counterpoint
cross-	cross-connect, cross-reference
cyber-	cyberattack, cybersecurity
dis-	disadvantage, disproportionate
down-	downgrade, downplay
eco-	ecosystem, eco-conscious
ex-	exchange, ex-partner
extra-	extranet, extra-large**
fore-	foreground, forethought

full-	full-time, fullscreen
geo-	geopolitical, geo-independent
half-	half-hearted, halfway
hyper-	hyperinflation, hyperrealistic
in-	inbound, in-depth***
infra-	infrared, infrasonic
inter-	interconnect, interdepartmental
intra-	intranet, intramarginal
like-	like-minded, likewise
mega-	megabyte, megahertz
meta-	metadata, meta-analysis
micro-	microcomputer, microtechnology
mid-	midyear, mid-1980s†
mini-	miniapp, miniport
multi-	multilayered, multiyear
non-	nonnegotiable, nonrecurring
off-	off-site, offline
on-	on-net, on-ramp
over-	override, overpromise
part-	part-owner, partway
post-	postdeployment, postprocessing
pre-	preinstall, preprocessing
pro-	proactive, pro-managed
re-	reboot, restart
self-	self-driving, self-service
semi-	semiautomatic, semiprivate
sub-	subcommittee, substandard

super-	supercharge, superfast
trans-	transcontinental, transborder
ultra-	ultrafast, ultralow‡
under-	undercover, underperform
un-	unavailable, undo
up-	upend, upside
wide-	wide-area, widescreen

*The prefix "co-" is usually not hyphenated, except when attached to words that indicate occupation or status, including "co-managed" (to create symmetry with "pro-managed").

**The prefix "extra-" uses a hyphen when it's used with a modifier that describes a condition beyond its usual size or degree.

***The phrase "in-depth" is hyphenated when used as a modifier and not hyphenated ("in depth") when used as an adverb.

> **Right:** We have in-depth knowledge.
>
> **Right:** We studied the material in depth.

†Hyphenate prefixes attached to numerals.

‡The term "ultralow-loss" can be used when referencing the Lumen intercity fiber network. "Ultralow-latency" should not be used in any context.

4.7.4 Suffixes

Hyphenate suffixes according to the main (not variant) entry in Merriam-Webster. Use two words for the verb form of a hyphenated noun.

Suffixes are generally not hyphenated, with some **bolded** exceptions in the table below.

Suffix	Example
-down	slowdown, shutdown
-fold	twofold, tenfold
-free	tax-free, carefree
-goer	concertgoer, moviegoer

-holder	placeholder, titleholder
-in	check-in, login, plugin
-less	wireless, seamless
-like	lifelike, humanlike
-long	daylong, yearslong
-maker	automaker, policymaker
-off	cutoff, logoff
-out	buyout, timeout
-over	do-over, failover
-time	daytime, halftime*
-up	follow-up, checkup
-ward	homeward, afterward**
-way	anyway, halfway**
-wide	nationwide, worldwide
-wise	clockwise, lengthwise

*The word “halftime” refers to the period in the middle of a sports game.

**The suffixes “-ward” and “-way” never use an S on the end.

Right: toward / forward / backward

Wrong: towards / forwards / backwards

Right: anyway

Wrong: anyways

4.7.5 Suspensive hyphenation

Use a suspensive hyphen when two elements are joined by "and" or "or."

Right: pro- and self-managed options

Right: 10- or 15-minute intervals

Use a single element with no suspensive hyphen when two elements are joined by "by" or "to."

Right: a three-by-five matrix

Right: 10-to-15-minute intervals

4.7.6 Common terms with and without hyphens

See the Industry Glossary for a more complete list of common terms.

If a term is not in there, use Merriam-Webster's spelling and email Dana Green with a request for it to be added to the glossary.

Common terms with hyphens	Common terms without hyphens
12-month term	911
add-on	antivirus
best-in-class	at a glance
built-in	backbone
cloud-based experience	backend
end-to-end	class of service (CoS)
end-user (adj.)	colocation
follow-up (n.)	cyberattack
forward-thinking	cybersecurity
high-speed	cyberthreat
low-latency	decision maker
mission-critical	email

multipoint-to-multipoint	end user (n.)
Network-as-a-Service (NaaS)	endpoint
next-generation (adj.) or next-gen	esports
on-demand (adj.)	failover
off-ramp	firewall
on-site	homepage
off-site	lifecycle
on-premises	log in (v.), login (n.)
on-net	multicloud
on-ramp	multilayered
point-to-point (adj.)	nonnegotiable
pre-existing	nonprofit
pro- or self-managed options	nonrecurring
problem-solving	offline
premises-based	off-site
(near) real-time (adj.)	on demand (adv.)
right-size (v.)	online
state-of-the-art	outsource
third-party (adj.)	proactive
Wi-Fi	rollout (n.), roll out (v.)
	uptime
	voicemail
	zero trust (n. or adj.)

4.8 Dashes

Lumen uses two types of dashes, the en dash (–) and the em dash (—). They are thus named due to the lengths of the corresponding letters.

4.8.1 En dashes

Use an en dash to replace the words "to" or "through" in a numeral span. Do not use surrounding spaces.

Right: May 3–5

Right: 50–100 Gbps

Wrong: May 3 to 5

Wrong: May 3-5 (hyphen)

Wrong: 50-100 Gbps (hyphen)

Add surrounding spaces when the span includes different units.

Right: 25 Mbps – 1 Gbps

Wrong: 25 Mbps–1 Gbps

Wrong: 25 Mbps-1 Gbps (hyphen)

Do not use an en dash in time spans. Use the word "to" instead. See 5.2.

Right: 9 a.m. to 5 p.m.

Wrong: 9 a.m.–5 p.m.

Do not combine a preposition and an en dash. Use a conjunction or remove the preposition instead.

Right: from 10 to 11 a.m.

Right: 10–11 a.m.

Wrong: from 10–11 a.m.

4.8.2 Em dashes

Use an em dash to set off and emphasize a phrase or clause. Do not use surrounding spaces.

> **Right:** On-demand services spin up in minutes—no infrastructure ownership required.

If tempted to use two dashes, consider using commas or rephrasing instead.

> **OK to use:** Large language models (LLMs)—a type of artificial intelligence—require massive processing power.
>
> **Preferred:** Large language models (LLMs), a type of artificial intelligence, require massive processing power.
>
> **Preferred:** Large language models (LLMs) are a type of artificial intelligence, and they require massive processing power.

Use an em dash to set off the second clause when the first one already contains a comma.

> **Right:** Our partnership with Lumen is driving innovation in live production, content delivery and fan engagement—positioning Pac-12 Enterprises for long-term growth and leadership in sports media.
>
> **Wrong:** Our partnership with Lumen is driving innovation in live production, content delivery and fan engagement, positioning Pac-12 Enterprises for long-term growth and leadership in sports media.

Use an em dash to attribute quotations in pull quotes. See 2.2.2.

4.9 Ampersands

The ampersand symbol (&) replaces the word "and" in specific contexts. It should never be used in body copy unless the usage is included in the special cases below.

In the solution category "Lumen® Managed & Professional Services." It is abbreviated as "M&PS" after first mention.

First: Lumen® Managed & Professional Services

Then: Lumen M&PS / M&PS

In the abbreviation of the solution category Lumen® Unified Communications and Collaboration (UC&C).

First: Lumen® Unified Communications and Collaboration

Then: Lumen UC&C / UC&C

In the Resource card titled "Research & reports" (see 3.3). Do not abbreviate this phrase or capitalize "research" in general contexts.

Right: Research & reports (in Resource cards)

Wrong: Research and reports

Wrong: Research and Reports

Right: research and reports (outside of Resource cards)

In the following specific places within the Home page nav to reduce length.

Note: The Home page nav uses title case.

Right: Solutions > By Business Outcome > Reliable & Secure Connectivity

Right: Solutions > By Business Outcome > Secure Customer Experience & Connectivity

Right: Solutions > By Industry > Media & Entertainment

Right: Services > Infrastructure > Categories > Edge Compute & Storage

Right: Services > Communication > Featured Services > UC&C

Right: Services > Media & Entertainment

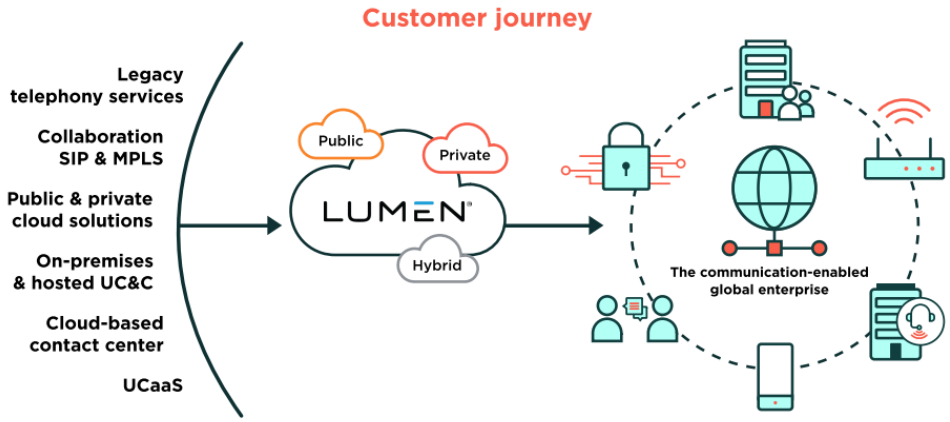
Right: Resources > Blog & News

In mentions of a person's two titles in a callout, unless one of the titles already contains an ampersand (see 2.2.2).

Right: – Jeff Sharritts, EVP & Chief Revenue Officer

Right: – Ryan Asdourian, EVP and Chief Strategy & Marketing Officer

In infographics and diagrams to shorten phrases that include "and."



4.10 Percent symbols

A percent symbol (%) accompanies a numeral (see 5.1) in body copy, bullet points, slides, charts, graphs, videos, infographics and claims where applicable (see 2.1.2).

Right: 60% of businesses

Wrong: 60 % of businesses

Wrong: 60 percent of businesses

Wrong: sixty percent of businesses

There is no space between the percent symbol and the numeral.

Exception: If the number is at the beginning of a sentence, spell out both the numeral and "percent." Consider rephrasing or adding a nonessential clause to start the sentence instead.

Note that "zero" is spelled out and so is its percentage label, except when referring to a technical figure or when referring to a range.

OK to use: Sixty percent of businesses reported improvement.

Preferred: In fact, 60% of businesses reported improvement.

Wrong: 60% of businesses reported improvement.

Right: There is a zero percent chance of winning the game.

Wrong: There is a 0% chance of winning the game.

Right: There was a 0–20% improvement.

Wrong: There was a zero to 20% improvement.

Wrong: There was a zero–20% improvement.

4.11 Colons

Use a colon (:) for emphasis, times, transcript attributions and bullet-list introductions.

Capitalize the first word after a colon only if it is a proper noun, an acronym or initialism, the start of a complete sentence or the start of a bullet point (see 6.9).

> **Right:** Consider three things: budget, time and skill gaps.
>
> **Right:** Ask yourself this question: Do I want to boost my business's productivity?

Use colons sparingly for emphasis. This usage will most often occur with a number in the main sentence. Ensure that the sentence is still grammatical and isn't a fragment.

> **Right:** Companies used to care about one thing and one thing only: price.

Use colons in times (see 5.2).

> **Right:** 10:45 a.m.

Use colons in transcripts after a person's last name to indicate a speaker change. See 6.14.6 for transcript-style blog formatting.

> **Right:** **00:17 O'Day:** Corning is a 175-year-old glass and ceramic material science company.

Use a colon to introduce a bullet list and to emphasize the theme of each bullet. If bolding the term, also bold the colon. See 6.9.

> **Right:** Customers can take advantage of the following benefits:

- **Backbone visibility:** high-risk IPs sourced and curated from Lumen global network infrastructure and threat researchers
- **Managed overhead:** fully managed by Lumen with automatic updates and no manual rule maintenance required
- **Consumption-based pricing:** flexible pricing model that aligns with real-world usage

Use colons to replace the word "is" in technical documentation.

> **Right:** Default WAN IP block: /29

4.12 Semicolons

Semicolons are used extremely rarely.

Use a semicolon (;) to clarify a series within a list or to separate long list items.

Note: A bullet list may be better suited to this task (see 6.9)

> **OK to use:** Lumen delivers secure, adaptive networking solutions across diverse industries: healthcare organizations seeking HIPAA-compliant connectivity; financial institutions requiring low-latency environments; global enterprises demanding scalable cloud integration; and government agencies prioritizing zero trust security frameworks.
>
> **Preferred:** Lumen delivers secure, adaptive networking solutions across diverse industries:
>
> - Healthcare organizations seeking HIPAA-compliant connectivity
> - Financial institutions requiring low-latency environments
> - Global enterprises demanding scalable cloud integration
> - Government agencies prioritizing zero strust security frameworks

If tempted to use the semicolon traditionally (that is, to link two independent clauses), it's preferable to use a comma and coordinating conjunction, an em dash, or two separate sentences (see 4.8.2).

> **OK to use:** AI is changing the world; businesses need to keep up.
>
> **Preferred:** AI is changing the world, and businesses need to keep up.
>
> **Preferred:** AI is changing the world—and businesses need to keep up.
>
> **Preferred:** AI is changing the world. Businesses need to keep up.

4.13 Parentheses

Parentheses (x) are not brackets [x]. Brackets are only used when paraphrasing a quote (see 2.2.3).

Use parentheses when defining an abbreviation for the first time on a page or in a document.

Note: Do not capitalize "of" or FANBOYS coordinating conjunctions (for, and, nor, but, or, yet, so) in abbreviations. Registered products maintain the mark on the first abbreviation.

> **First:** Industrial Internet of Things (IIoT)
>
> **Then:** IIoT
>
> **First:** Lumen® Private Connectivity Fabric℠(PCF℠)
>
> **Then:** PCF

Use parentheses sparingly when defining examples. Use the phrase "for example" to start a list within parentheses. A comma and the word "including" are preferable. Do not use the phrase "e.g."

> **OK to use:** Lumen on-demand services (for example, Lumen® Internet On-Demand, Lumen® Ethernet On-Demand and Lumen® IP VPN On-Demand)
>
> **Preferred:** Lumen on-demand services, including Lumen® Internet On-Demand, Lumen® Ethernet On-Demand and Lumen® IP VPN On-Demand

Note: Do not use "i.e." (id est, "that is") in customer-facing materials.

Do not use parentheses in body copy to add an "aside." If a sentence must contain incidental material, use an em dash, comma or period instead.

> **Right:** While several high-profile threats have been disrupted—or have simply faded away—others have opportunistically emerged to fill the void.
>
> **Wrong:** While several high-profile threats have been disrupted (or have simply faded away), others have opportunistically emerged to fill the void.
>
> **Right:** Lumen Lounge at Hotel Zetta: Open November 18 & 19, 9 a.m. to 4 p.m. No Ignite pass is required, so drop in for a quick snack.
>
> **Wrong:** Lumen Lounge at Hotel Zetta: Open November 18 & 19, 9 a.m. to 4 p.m. (No Ignite pass required—drop in for a quick snack.)

Note: Black Lotus Labs blogs sometimes use stylistic "asides" in their technical material. If removing the parentheses would cause a change in meaning or context, keep them.

4.14 Brackets

Brackets [x] should only be used when paraphrasing quotes. See 2.2.3.

4.15 Ellipses

Ellipses (…) should only be used when omitting parts of quotes. See 2.2.3.

4.16 Slashes

Slashes (/) should be used only in specific situations. They do not use surrounding spaces.

If tempted to use the phrase "and/or," pick one. "Or" usually suffices.

They should not be used to replace words or letters in body copy, headlines, headers, subheads, CTAs or any other customer-facing text.

Use the phrase "24/7" to indicate "constantly."

Right: 24/7

Wrong: 24/7/365

Wrong: 24x7

Wrong: 24x7x365

Customer-facing copy should never include informal abbreviations.

Right: with

Wrong: w/

A slash may be used in a technical table when the usage is an industry standard.

Right: WAN IP block /29

Do not use a slash to indicate “per” in a Pricing table. Use the word “per” instead.

Right: Starting at $1.77 per hour*

Wrong: Starting at $1.77/hour*

Right: Starting at $155 per location, per month*

Wrong: Starting at $155/location/month*

Note: Specific pricing mentions require a disclaimer provided by Legal detailing the terms and conditions of the price, hence the asterisks in the examples (see 4.17). This disclaimer will go in a tool tip (see 6.10).

Use a slash in statistics to indicate a fraction if necessary. However, fractions use their Symbol versions, not plain text. Claims default to using percentages instead.

Right: ¾ (in a statistic, see 2.1.3)

Right: three-quarters (in a spoken quote)

Right: 75%

Use slashes in URLs, vanity URLs and file paths.

Right: lumen.com/wavelengths

Use a slash in abbreviated dates (not in citations, which use a spelled-out format). In the U.S., dates are written Month/Day/Year. Use the country or language standard date format. See 5.2 for preferred date formatting.

Right: 10/28/26

Right: October 28, 2026

Wrong: 28/10/26

Wrong: 10-28-26

Use a slash with surrounding spaces to separate times in equivalent time zones. See 5.2.

Right: 1:45 p.m. EDT / 12:45 p.m. CDT / 10:45 a.m. MST

Wrong: 1:45 p.m. ET/12:45 p.m. CT/10:45 a.m. MT

4.17 Asterisks

Use an asterisk to disclaim an offer or technical specification. The disclaimer copy is provided by Legal.

Use a period at the end of the disclaimer.

In a copy document, include the disclaimer directly underneath the web element. They appear as a bracketed asterisk that links to a popup showing the disclaimer. For blogs, include all disclaimers at the bottom of the page in a simple list.

Do not use a space between any other character and the first bracket. Add a space after the second bracket if another sentence follows.

For multiple disclaimers on the same page, use the following order. Ensure that the disclaimers corefer correctly and are in order of appearance. Do not superscript any symbols.

*First disclaimer.
**Second disclaimer.
***Third disclaimer.
†Fourth disclaimer.
‡Fifth disclaimer.

> **Right:** Skip long-term contracts and pay as you go.[*]
>
> [*]Lumen Internet On-Demand Service requires a NaaS-enabled port subject to eligibility requirements and subject to separate minimum term agreement and associated early termination charges.

Note: Specific pricing mentions require a disclaimer provided by Legal detailing the terms and conditions of the price, hence the asterisks in the examples. This disclaimer will go directly under the table rather than at the bottom of the page.

4.18 Plus signs

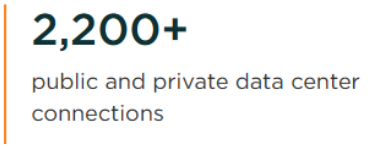
Use a plus sign (+) in offer language to indicate a product pairing.

Right: Offer: Lumen® Wavelength Solutions + Cloud Connect

Use a plus sign in a statistic or claim to indicate “over.” Use the word “over” in body copy. Do not use the greater than symbols (> and ≥).

Design: 2,200+ public and private data center connections

Body: over 2,200 public and private data center connections



If a plus sign is stacked with a large multiple of 10 abbreviation, place the plus sign after the abbreviation.

Right: $100M+ investment

Wrong: $100+M investment

5.0 Formatting

5.1 Numbers

5.1.1 General rules

Claims and statistics use numerals. See 2.1.2 for claim formatting and 4.10 for percentage formatting.

Spell out numbers in the following cases.

Rule	Example
At the beginning of a sentence, even if it's over 10, except years	Twelve years ago, Benson Electric began serving their community. Fifty-five percent of consumers report improvements. 2021 was an important year.
Numbers zero through nine in body copy, **except** with ranges and large multiples of 10 (see 5.1.2)	four years ago on a scale from 1 to 5 / on a 1–5 scale 4 million people
First through ninth ordinals (referring to a sequence)	the first time the seventh try

Otherwise, use numerals.

Rule	Example
Numerals 10 and above	15 times
Dates (see 5.2)	August 3, 2026
Ages	a 5-year-old system
Named sequences that use numerals	a Layer 3 attack
Phrasal expressions of ratios and proportions	8 out of 10 times
Measurements, **except** time measurements under 10, which still use spelled-out forms (seconds, minutes, days, months, years and so on)	9 miles nine minutes 30 degrees 30 days
Ordinals 10th and above (with no superscript formatting on the letters)	their 25th year
Headlines or titles that contain a specific number of items	5 reasons you need on-demand networking
The phrase "#1 peered global network" or similar in both statistics and body copy	As the #1 peered global network, Lumen… We ranked #8 in the list.

Do not use superscript formatting for ordinals. Spell out ordinals "first" through "ninth."

> **Right:** The fifth time we tried, it didn't work. But it finally worked on the 12th.

Generally, spell out zero, including in percentages in body copy. Use the figure in ranges and statistics.

> **Right:** We see zero chance of that happening.

> **Right:** There was a zero percent increase in customer satisfaction.

> **Right:** There is a 0–25% increase in customer satisfaction.

5.1.2 Large multiples of 10

Use numerals, including those under 10, for millions and billions in both body copy and designed elements.

Spell out "million" and "billion" in body copy and use a space between the numeral and the word. Abbreviate them in design with no space in the middle. The abbreviations are M for "million" and B for "billion."

In statistics, use K for "thousand." In body copy, write out the zeroes. Do not abbreviate thousands in asset titles or other body-like content. In numbers under 100,000, always write out the zeroes.

Right in body copy	Right in claims and statistics	Wrong
3 million	3M	3,000,000
120,000	120K	Correct examples swapped
6,300	6,300	6.3K

5.1.3 Notating "times"

Use a lowercase "x" with no preceding space to denote "times" in claims and statistics. Spell it out in body copy.

Right in claims and statistics: 3x faster download speeds

Right in body copy: Download speeds are three times faster.

5.2 Dates and times

Do not abbreviate days of the week except when required in a table to save space, in which case use the abbreviations: Sun, Mon, Tue, Wed, Thu, Fri, Sat. Use the word "at" for a specific time and the words "from" and "to" in a day or time span. Use the day span before the time span where applicable.

Right: Monday to Friday

Right: Tuesday and Wednesday from 4 to 5 p.m.

Right: Monday at 4 p.m.

Wrong: Mon–Fri

Wrong: 4-5pm Tues-Wed

Wrong: Mon 4 p.m.

Do not abbreviate months.

Right: January

Wrong: Jan.

Use numerals (1, 2, 3)—not ordinals (1st, 2nd, 3rd)—for dates.

Right: January 2

Wrong: January 2nd

Set off the year with commas when a date is listed.

Right: January 2, 2026

Right: Updates start in September 2026 and conclude in December 2027.

Right: The conference began on April 28, 2026, and included many speakers.

When including both a day of the week and a date, separate them with a comma.

Right: Monday, July 27

Wrong: Monday July 27

Abbreviate an entire date with slashes in shortened contexts. In the U.S., dates are written "MX/DX/YX" with no intermediary spaces. Use the country or language standard date format.

Right: 10/28/26

Wrong: 28/10/26

Wrong: 10-28-26

Do not include ":00" in times at the top of the hour.

Right: 8 a.m.

Wrong: 8:00 a.m.

Use lowercase "a.m." and "p.m." with two periods with a space before it but no intermediary spaces. Do not use 24-hour clock formatting.

Right: 7 a.m.

Wrong: 7:00 a. m.

Wrong: 7a.m.

Wrong: 7:00 AM

Right: 10:15 p.m.

Wrong: 22:15

Use the standard abbreviations for time zones, including the "Standard" or "Daylight" designation. For example, use MST for Mountain Standard Time and CDT for Central Daylight Time.

Right: 1:45 p.m. EST

For specific events, use the current local time zone of the location where the event is held. Search whether a location uses Daylight Savings Time in order to make the correct designation. Lumen headquarters use Mountain Time, while other locations may vary.

Right: Meet us at headquarters on Tuesday, March 10 at 2 p.m. MDT.

For persistent generic time spans, such as service center business hours, provide the time in Mountain Standard Time. Do not provide any time zone equivalencies.

Right: Service center hours: Monday to Friday 9 a.m. to 5 p.m. MST

Wrong: Service center hours: Monday to Friday 9 a.m. to 5 p.m. MST / 10 a.m. to 6 p.m. CST

Use this format if you need to include all or part of these pieces of information: day of the week, month, day, year, a specific time and time zone. The year is not necessary unless it's needed to differentiate from another year in the same context. Use the word "at" to separate the day or year from the time if the time is specific. Use the words "from" and "to" in a time range.

OK to use: Tuesday, July 28, 2026, at 3 p.m. MDT

Preferred: Tuesday, July 28 at 3 p.m. MDT

Right: Friday, December 12, 2025, at 11:15 a.m. and Wednesday, January 14, 2026, at 2 p.m. MST

Right: Tuesday, July 28 from 9 to 11 a.m. MDT

Right: Tuesday, July 28 from 11 a.m. to 2 p.m. MDT

Format transcript timestamps with the two-digit hour (only if the transcript surpasses 59 minutes and 59 seconds), two-digit minute and two-digit second. See 6.14.6 for transcript-style blog formatting.

Right: 19:08

Right: 01:04:08

Format quarter and year abbreviations with the quarter number, a capital letter "Q," and the year abbreviation. Treat it as one word.

Right: 3Q26

Wrong: Q3 26

Wrong: the third quarter of 2026

5.3 Occupational titles

Capitalize all job titles. Do not use commas to set off titles. Do not use a comma to represent "of."

Only use an ampersand to connect two related parts of a title, not to separate two titles, except in a callout to save space (see 4.9).

When quoting a source in body copy where the person's job title should be included, start with the title, then their name, then the verb for the quote. Do not use punctuation around their name or title (see 2.2.1).

The following titles are common knowledge and never need to be spelled out. For C-level or Vice President titles outside of the ones listed, spell them out and then put the abbreviation in parentheses. For example, "Chief Product Officer (CPO)."

- CEO (Chief Executive Officer)
- COO (Chief Operating Officer)
- CFO (Chief Financial Officer)
- CIO (Chief Information Officer)
- CTO (Chief Technology Officer)
- CMO (Chief Marketing Officer)
- VP (Vice President)
- SVP (Senior Vice President)
- EVP (Executive Vice President)

Right: President of European Markets at Lumen James Heard will accept the award.

Right: CIO John Doe

Right: Contact your Lumen Account Director to learn more

Note: See the C-suite titles list for a list of executive titles and their formats in both in-text attributions and quote callouts (see 2.2.2).

5.4 Citations

Citations are used to corefer information to their original sources. In blogs, they use the following format.

> **Right:** First thing to cite.[1] Second thing to cite.[2]
>
> [1]Author, *Title in sentence case*, Month Year.
> [2]Author, *Title in sentence case*, Month Year.

Attach the superscript symbol to the text that needs to be cited, before any punctuation if it occurs in the middle of a sentence. Place it after closing punctuation, including periods, if it's at the end.

> **Right:** Lumen operates the #1 peered global network[1], allowing your business to connect across the world.

> **Right:** Lumen operates the #1 peered global network.[1]

Note: Use superscript symbols (x^1, x^2, x^3), not plain numerals with superscript formatting (x^1, x^2, x^3).

In web pages, both citations and disclaimers use tool tips. They use brackets on either side of the symbol, and the symbol links to a popup containing the citation or disclaimer. Otherwise, they are formatted the same way as for blogs.

Do not add a space between the adjacent character and the symbol.

Write the title in sentence case with italics. Also use italics for the title when referencing a source in body text.

Do not abbreviate the month or add the numeral for the day.

Citations go at the bottom of the page in blogs and reports—or on the same page in presentations and eBooks. Ensure they are in order of appearance on the page. Continue numbering sequentially across pages.

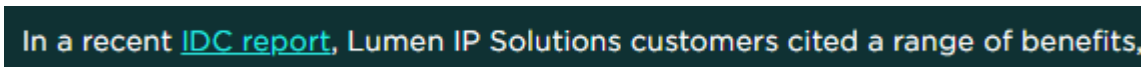
Separate lines in the citation area with only a single line break and no extra spacing.

5.5 Links

There are two kinds of links: buttons and text links. See 6.5 for button instructions.

Text links are embedded in a piece of body copy and use sentence case unless referring to a proper noun, like a product and its corresponding product page. They are underlined and typically teal.

Do not include adjacent punctuation in the link.



In copy documents, post the full link, not the vanity URL, so that we can see the navigation path.

Right: https://www.lumen.com/en-us/services/internet-services.html

Wrong: Internet Services | Lumen

5.6 Locations

Format city–state or city–country references as shown below, with a comma and a space.

Right: Denver, Colorado

Right: Paris, France

Set off the state or country with commas if it occurs in the middle of a sentence.

Right: While headquarters is in Monroe, Louisiana, Lumen employees live all over the world.

For numbered addresses, use the formatting provided by the organization or the formatting on Google Maps if not available otherwise. Do not use superscript characters for ordinals.

Abbreviate only the following street titles. Spell it out if it's not listed below.

- Ave. for Avenue
- St. for Street
- Blvd. for Boulevard
- Dr. for Drive
- Rd. for Road
- Pkwy for Parkway (no period)

Abbreviate compass points with the first initial and a period.

- N. for North
- E. for East
- W. for West
- S. for South

Do not use periods in quadrant abbreviations unless customary locally.

- NE for northeast
- NW for northwest

- SE for northeast
- SW for southwest

Use lowercase when referring to the cardinal directions generally, except in proper nouns, including regions.

Right: east-west connections

Right: traveling north on I-95

Right: West Virginia

Right: the East Coast

Do not abbreviate the compass point or street title if the address number is omitted.

Right: 101 E. 1st St.

Wrong: 101 East First Street

Right: East 1st Street

Wrong: E. 1st St.

For addresses in body copy, use a comma after the abbreviated street title, after the city and after the ZIP code if the sentence continues after it.

Right: I think they live at 375 Ford Pkwy, Orlando, FL 32856, but I might be mistaken.

Use the word "contiguous" to refer to the 48 U.S. states connected by borders.

Use the word "continental" to refer to the 49 U.S. states in North America, including Alaska.

Hawaii is included in neither the contiguous nor the continental U.S. When referring to the entirety of the United States, use "the continental U.S. plus Hawaii" or "all 50 states."

Only capitalize “Census” when referring specifically to the U.S. Census Bureau. Otherwise, use lowercase.

Right: The latest census data

Wrong: The latest Census data

Right: officials at the U.S. Census

Do not capitalize “government” when referring to a country’s governing body. Only capitalize if “Government” is part of a title-cased product name.

Right: The U.S. federal government

Right: Lumen® Wireless for Federal Government

5.7 Copyright symbol

Use one space after the copyright symbol (©). Use title case for “All Rights Reserved.”

Right: © 2026 Lumen Technologies. All Rights Reserved.

Wrong: ©2026 Lumen Technologies. All rights reserved.

5.8 Bolding and color text

We use bolding and color text to highlight or emphasize certain text within a line.

Opportunities for bolding and color text include:

- Highlighting words that emphasize an action, benefit or point of differentiation.
- Drawing attention to an important figure, percentage or research finding.
- Underscoring the main point of an offer.
- Spotlighting brand claims and taglines.

If a line contains a bolded or color-formatted phrase with a colon then a piece of body text, include the colon in the bold or color formatting.

Headlines and headers with a two-period construction (see 4.4.2) will often have the second phrase and its punctuation in color text.

5.9 Speeds and numerical abbreviations

Use the following chart for spacing and capitalization of computing data storage and speeds.

"Bits" measure speed and "bytes" measure storage capacity.

All of these notations use a space between the numeral and the unit.

Term	Definition	Plain notation	"Per second" notation	Examples
bit	a binary digit (0 or 1)	bit	XXX bps	100 bits, 100 bps
byte	8 bits	B	XXX Bps	100 bytes, 100 Bps
kilobit	1K bits / 125 bytes	kB	XXX Kbps	100 kB, 100 Kbps
kilobyte	8K bits / 1K bytes	KB	XXX KBps	100 KB, 100 KBps
megabit	1M bits / 125K bytes	Mb	XXX Mbps	100 Mb, 100 Mbps
megabyte	8M bits / 1M bytes	MB	XXX MBps	100 MB, 100 MBps
gigabit	1B bits / 125M bytes	Gb	XXX Gbps*	100 Gb, 100 Gbps
gigabyte	8B bits / 1B bytes	GB	XXX GBps	100 GB, 100 GBps
terabit	1T bits / 125B bytes	Tb	XXX Tbps	100 Tb, 100 Tbps
terabyte	8T bits / 1T bytes	TB	XXX TBps	100 TB, 100 TBps
petabit	1P bits / 125T bytes	Pb	XXX Pbps	100 Pb, 100 Pbps
petabyte	8P bits / 1P bytes	PB	XXX PBps	100 PB, 100 PBps

*Gigabit speeds are also written as "XXXG" with no space between the numeral and the G.

Right: 400 Gbps

Right: 400G

Wrong: 400 G

Wrong: 400 Gig

Wrong: 400g

Gigabit Ethernet speeds are written as "GbE."

Right: cybersecurity threats across 10 GbE circuits

Wrong: cybersecurity threats across 10 GigE circuits

Below are additional numerical terms that do not relate to computing data. These units use spaces: Hz, decibels and per-hour speeds.

Term	Definition	Notation	Example
Hertz	unit of frequency equal to one cycle per second	XXX Hz	40 Hz
kilowatt	unit of power equal to 1,000 watts	XXXkW	15kW
decibel	unit of sound intensity equal to one-tenth of a bel (B)	XXX dB	4 dB
millisecond	one-thousandth of a second	XXXms	5ms
second	unit of time equal to 24h/60min/60	XXXs	120s
minute	60 seconds	XXXmin	60min
hour	60 minutes	XXXh	10h
miles per hour	a measure of speed in miles	XXX mph	60 mph
kilometers per hour	a measure of speed in kilometers	XXX km/h	60 km/h
thousand	kilo- / 1,000	XXXK	300K
million	mega- / 1,000 thousands	XXXM	20M
billion	giga- / 1,000 millions	XXXB	40B
trillion	tera- / 1,000 billions	XXXT	12T
quadrillion	peta- / 1,000 trillions	XXXP	1P

6.0 Content terminology

This section reviews the most common terms in our copy templates.

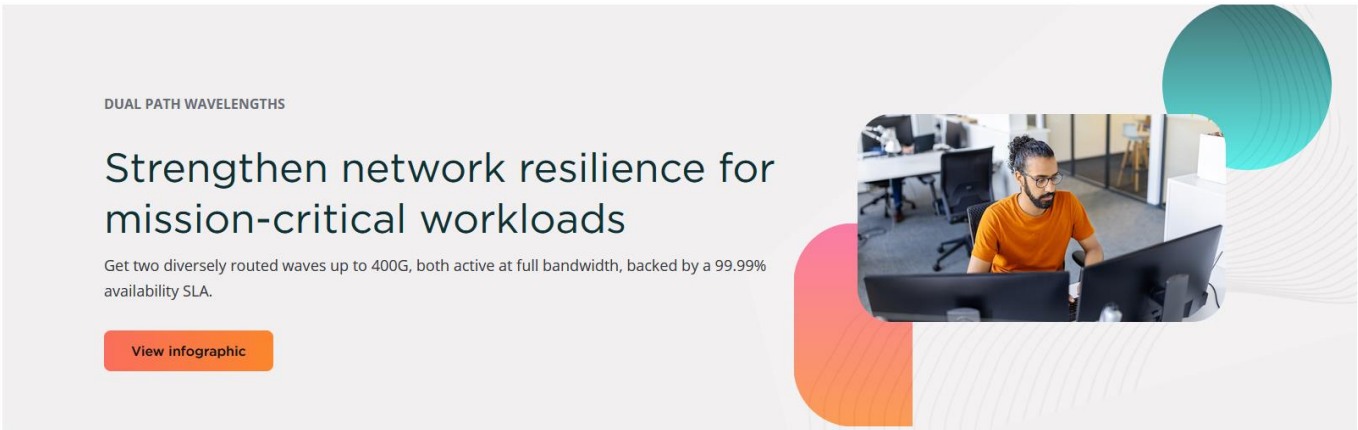
Some pages are currently undergoing wireframe and layout adjustments, so some capitalization and formatting instructions below may be inaccurate. Refer to the template for specifications unique to that template.

6.1 Heroes

A hero is the top portion of a web page. It includes an eyebrow (if applicable), a headline, a subhead (description), a primary CTA and a secondary CTA. The CTAs are optional.

Image reference

1	Eyebrow	**[Service Name]**	
2	Headline (≤72)		
3	Description (≤133)		
4	Primary CTA*	Button Text: Choose an item.	URL:
5	Secondary CTA*	Button Text:	URL:
6	Image or Video	Choose an item.	Video URL:
6.1	Image Alt Text		



6.2 Eyebrows

An eyebrow is a short piece of text in all caps case, usually the product or solution category name above the HL. If it's a product name, do not include Lumen®. "DUAL PATH WAVELENGTHS" is the eyebrow in the example above.

6.3 Headlines

Headlines are in almost every asset type, and use the abbreviation "HL." They are either a benefit-driven statement, an asset title or a product name. "Strengthen network resilience for mission-critical workloads" is the headline in the example above. Check 4.0 for punctuation rules, especially 4.3.2 for commas and 4.4.2 for periods.

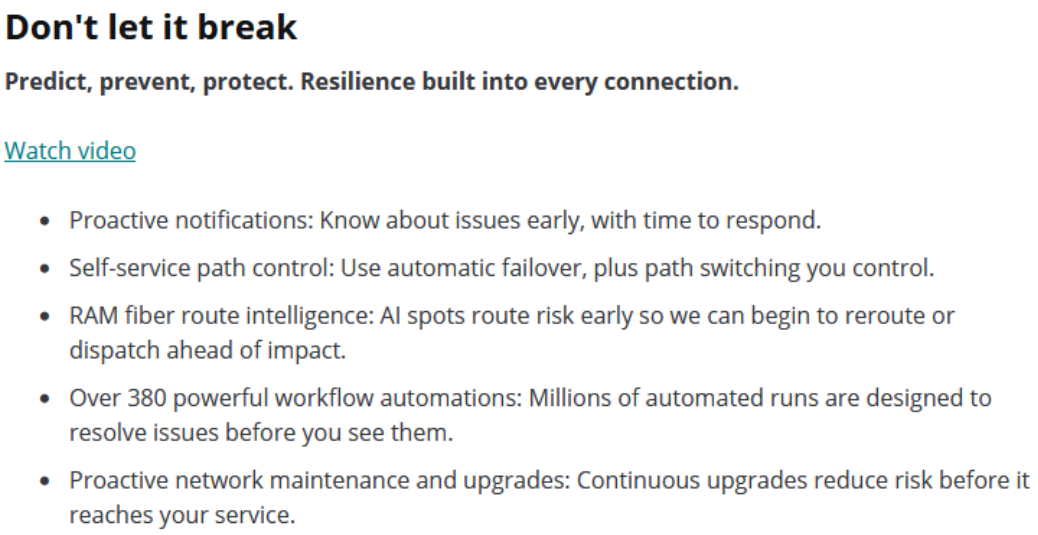
Use the in-market ad headline if available to create a consistent user experience.

Note: Do not use the word "don't" or other negative words in headlines. Our tone is optimistic (see 1.6), so keep it positive. The only exceptions to this are:

- Within cybersecurity products, such as "Don't become the next target."
- In offer headlines, such as "Don't miss out on special pricing."

6.4 Headers vs. subheads

A header (H1, H2 or H3) is a short headline that acts as a section divider and is written in sentence case with no period. Meanwhile, a subhead (SH) is a piece of body copy that goes under a headline or header. It carries more weight than regular paragraph-style text and often starts with a verb. Subheads should be full sentences and end with periods.



“Don’t let it break” is the header in the example above, while “Predict, prevent, protect. Resilience built into every connection.” is the subhead.

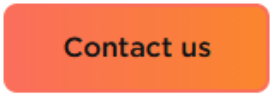
Note: Headers nest, like “H2,” “H3” and so on. These do not count the headers but rather indicate their formatting level. There can be many H2s in a document.

6.5 CTAs

A CTA is a “call to action.” It’s a short imperative statement within a button that introduces a link. They use sentence case and should be no longer than three words.

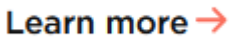
There are three types of CTAs:

- **Primary:** Used first on a page and represents the most desired action. It uses a bubble format with filled-in color.



- **Secondary:** Used second on a page beside the primary CTA and represents a learning or outreach action. It uses an oval format with no fill color.

- **Tertiary:** Used as needed in cards for resource exploration. It uses bold standalone text with an arrow pointing right to indicate navigation to a different page or an arrow pointing down to indicate section expansion.



6.6 Claims and statistics

Claims are bold statements referring to outcomes or benefits, and statistics are numbers or percentages that demonstrate effectiveness. They are thoroughly discussed in 2.1.

6.7 Cards

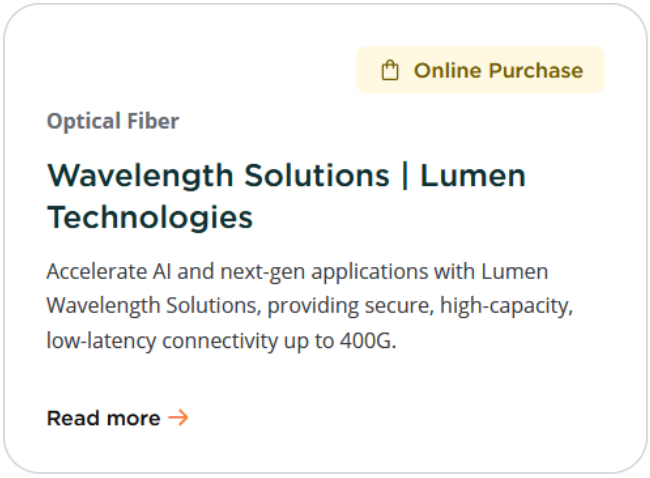
A card is a small text box with or without an image or border. In the old website design, there are at least 21 types of cards. Reference the Card survey for examples of each type.

The new web template uses something called “content fragments.” Each card is a set template, and fragments can be turned “on” and “off” on a particular page. This limits the need to edit cards on individual pages, as editing one card edits them all simultaneously across the site.

Whether in the new template or the old, the default is to use periods in descriptions, whether the subhead or body copy is a fragment or a full sentence, except in direct asset links. Make a sentence when you can, but use a period anyway.

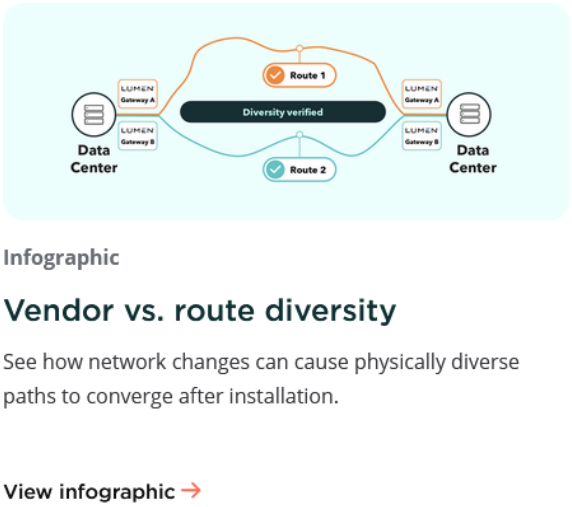
Below is a brief overview of a few types of cards on the new Lumen website.

Products: The card contains a product category in title case, the title tag as found on a search engine, a description, and a tertiary CTA leading to the product page.

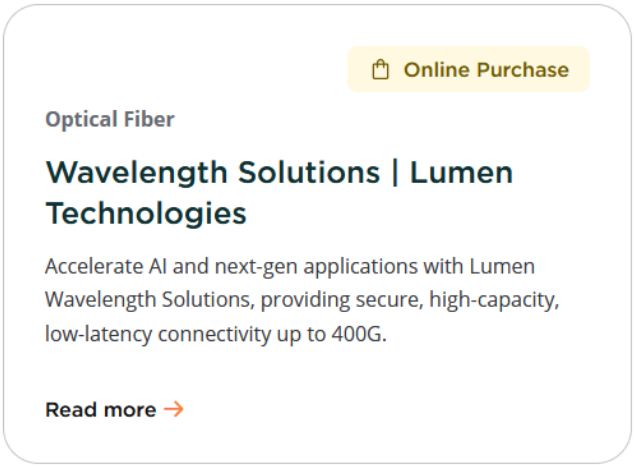


Awards: The card contains a logo or image related to the award, the title of the award in title case and a tertiary CTA linking to the source of the award, whether it's a report or a web page. There is no border.

Resources: The card contains an image or logo related to the resource, the asset type in sentence case, the title of the asset, an optional description beginning with a verb, and a tertiary CTA leading to the page or asset.



A flag is a small, designed box or tab that sits at the top right of a card. It's meant to be eye-catching to draw attention to a special status. They're often used on cards in the Product Finder. They should be very short and use sentence case. Common ones include Online purchase, Special offer and Free trial.



6.8 Image alt text

Image alt text is metadata that accompanies an image to identify and describe it. Screen readers read them aloud. There is a 125-character limit.

They should be concise descriptions of what the image contains, without using shorthand. Describe the setting and general activity of the person in the image. Use a period at the end of each sentence and include any registration marks or punctuation from the image.

Do not use any words or phrases that assume a person's identity. For example, say "person" rather than "man" or "woman." Do not include a person's race, color or disability. Do not include assistive devices, such as wheelchairs. Do not include hypotheticals, such as supposed conversation topics.

Right: Two people review video footage on dual monitors at a workstation in a bright office.

Wrong: Two women discuss animation in front of two monitors in a bright office.

Describe visual elements of logos, including icons and text style, layout and color.

Right: Blue stylized "VSP" icon followed by the lowercase word "vision" in gray, set in a clean, modern sans-serif font on a white background, with a small trademark symbol.

For images that contain text, format the alt text as "Description: ___. Text: ___."

Right: Description: A person in a gray jacket smiles and crosses their arms in front of an office with two people in the background. Text: Explore high-capacity connectivity for next-gen apps.

For complex images such as flowcharts, graphs, diagrams and infographics, use these additional guidelines.

- Describe the type of diagram in the beginning of the alt text, such as "Pie chart showing…"
- Consider what will be shown to the person using the screen reader. A person who is using a screen reader should take away the same meaning and context, so visual elements should be described in detail.
- Avoid repeating main text or the figure label (see 6.14.7) in the alt text. If the surrounding body copy or figure label sufficiently describes the image, the image alt text can be shorter and broader, since it's not necessary to repeat the same information.

6.9 Bullet lists

Use a bullet list to break up long blocks of list-like clauses.

Introduce a bullet list with a colon when the list completes the verb complement.

End each bullet with a period if the bullet is or creates a complete sentence.

Use parallel construction. For each item:

- Capitalize the first letter.
- Start with the same part of speech.
- Use the same voice: active or passive.
- Use the same verb tense.
- Use the same sentence type: phrase, sentence, question or imperative.
- Match punctuation with the other items in the list.
- Do not use "etc." (et cetera, "and the rest") here nor ever.
- Use parallel construction both vertically (within a list) and horizontally (across nearby lists).

  Right: By adopting intelligent edge solutions, you can:

  - Accelerate innovation and time-to-value.
  - Reduce operational costs while improving efficiency.
  - Deliver differentiated experiences for customers and employees.

  Wrong: By adopting intelligent edge solutions, you can:

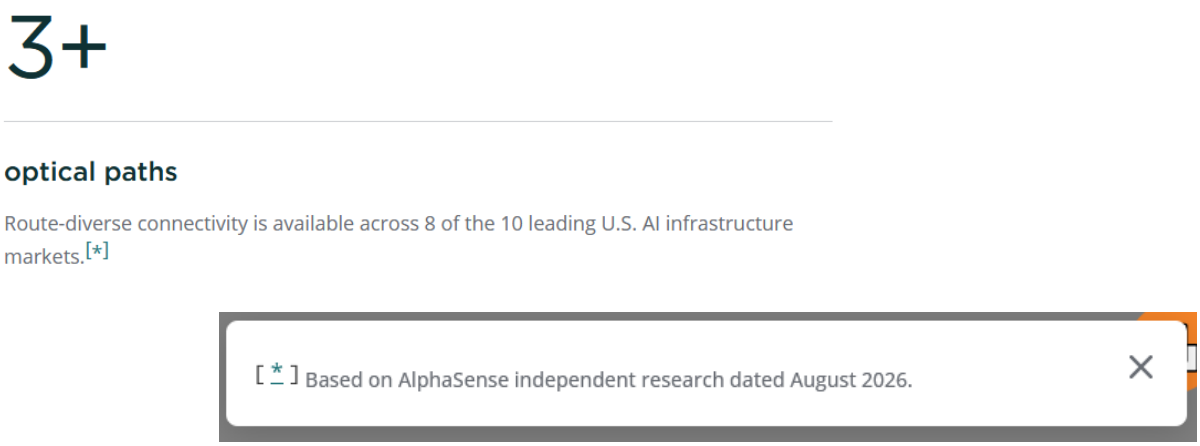
  - Accelerate innovation and time-to-value
  - Operational costs are reduced while efficiency is improved
  - delivering differentiated experiences for customers and employees

6.10 Disclaimers

Disclaimers are legally mandated exceptions or terms related to a product or offer.

They use a bracketed asterisk, which the user can click on to see the disclaimer as a popup.

See 4.17 for asterisk formatting.



6.11 URLs

We use web and asset URLs in our templates.

For any URL, post the full text by right-clicking and selecting "Paste > Keep Text Only" so that reviewers can check the file path.

Web URLs are denoted as simply "URL" and refer to a public page on the internet, usually our own site.

> **URL:** https://www.lumen.com/en-us/services/wavelengths.html

Asset URLs start with "assets.lumen.com" and are hosted in Adobe Experience Manager (AEM). They refer to PDFs or other off-site, nonimage assets and also use the denotation "URL."

> **URL:** https://assets.lumen.com/is/content/Lumen/wavelengths-datasheet?Creativeid=d3be2ea7-bc81-40aa-8c1f-b4d505d4a538

Image URLs are hosted in AEM as well but receive the notation "Image URL" to differentiate them from asset URLs.

> **Image URL:** https://assets.lumen.com/is/image/Lumen/img-tile-wavelengths-resource-center?Creativeid=2412da80-784b-4d36-a187-b24ae7d68a5a

6.12 SEO

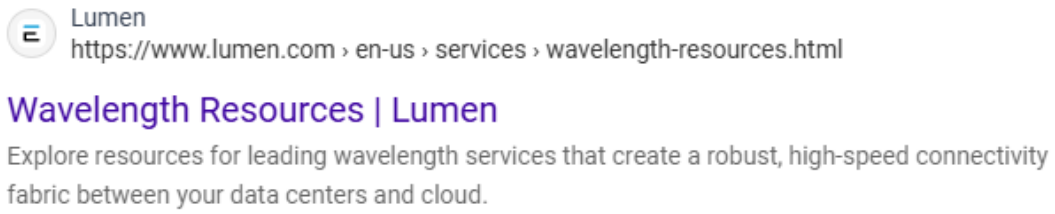
The following SEO pieces are metadata that help web crawlers find and rank our site on search engines. It's important that the information in them is correct and draws in customers.

Use any product registration marks in SEO metadata. The prominence-based rules described in 1.8.1 are separate from the SEO rules.

6.12.1 SEO title tag

An SEO title, sometimes also called a "title tag," is a clickable headline that appears on search engine results pages, browsers and social media platforms. A well-written title tag improves click-through rates and boosts SEO performance.

For web pages, hey are formatted with the page name, a vertical bar and "Lumen Technologies," like "Wavelength Services | Lumen" in the example below. The addition of "Technologies" is recent as of March 3, 2026, so may not be reflected consistently on the site.



For blogs, follow these guidelines:

- Make the title unique, engaging and relevant to users.
- Write between 51 and 60 characters.
- Use title case. This is standard based on Google's style.
- Include the primary keyword as close to the beginning of the title tag as possible.
- Align the title with the main blog title to reduce the likelihood of Google rewriting it.

6.12.2 Keywords

Keywords are long-tail search terms (words or phrases) provided by the Paid Media team. Complete the SEO request form to retrieve keywords.

Generally, list the top three to five in order of volume.

Include spelling and punctuation exactly as provided by Paid Media.

KEYWORDS:

wavelength services
wavelength service
wavelength solutions
wavelength internet
data center interconnect
data center connectivity
ai data center connectivity
cloud direct connect

6.12.3 Meta description

The meta description gives an overview of the page and its information or of the product and its benefits.

The ideal length is 150 to 160 characters. Use the top two to three keywords and place them early in the description to avoid being truncated.

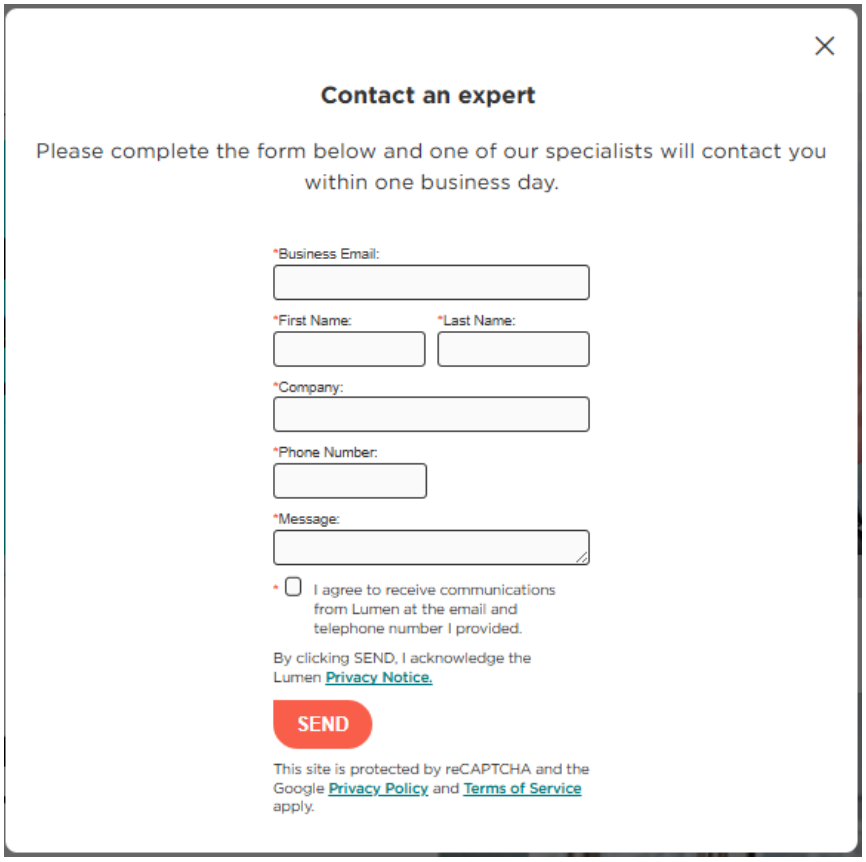
META DESCRIPTION: Explore resources for leading wavelength services that create a robust, high-speed connectivity fabric between your data centers and cloud.

6.13 Forms

Forms are fillable and represent the desired action of the page. Each form has an ID number, and which form to use is decided by a different team. They can be embedded or modal, like videos.

Note that each field title is in title case and is bolded, including the colon. Check that the CTA is in sentence case and that there are no periods included within links.

If an edit is needed on a form, contact the Project Manager and let them know. Because they're standardized, changing something on a form will affect it everywhere else it occurs.



6.14 Blogs

The Lumen blog contains blog posts categorized by category: Technologies, Customer Stories, Insights, Industries and About Lumen. Each blog will fit into one of the categories.

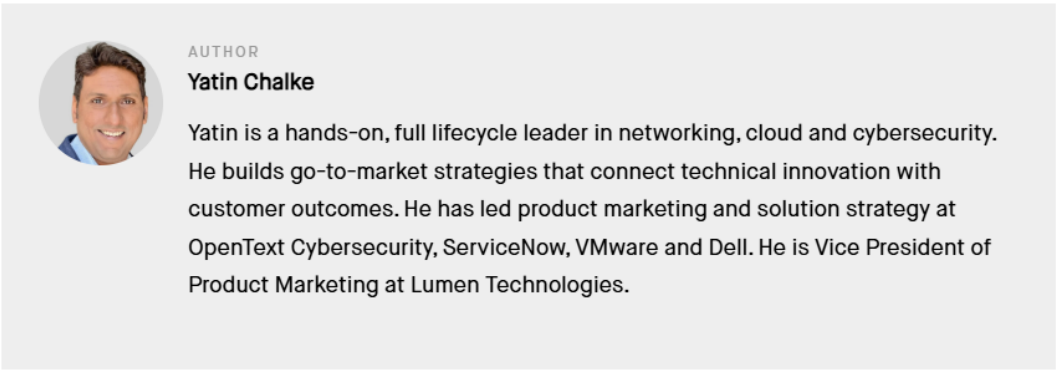
The Guide for marketing blog posts and Blog SEO and readability best practices include detailed information about how to write blogs for Lumen.

Blog titles are written in sentence case even though WordPress capitalizes each word automatically.

6.14.1 Author bio

An author bio and photo are included at the bottom of each blog.

Ensure that their job title is capitalized (see 5.3) and that the bio does not exceed the character limit.



6.14.2 Focus keyword or phrase

Keywords are essential for blogs. Fill out the SEO request form when writing a new blog, and work the keywords into the post frequently. Be mindful of "keyword stuffing," or overusing the same or similar phrases, as this can hurt our SEO ranking.

The focus key phrase is a broad yet short term that encompasses the blog and would lead users to our site if they searched this term in a search engine. Use this one at least once.

Secondary keywords are more specific and support the primary keyword by adding context, depth and related subtopics, acting as synonyms or long-tail variations. Use two to three secondary keywords at least once each. See the example below.

> **Focus key phrase:** edge computing
>
> **Secondary keywords:** benefits of edge computing, edge computing trends, examples of edge computing

6.14.3 Internal and external links

An internal link leads to a location on lumen.com.

Ideal uses of internal links:

- From the mention of a product to the product page
- From a key phrase to a related blog post or blog category
- From a CTA to its desired location or form

An external link points users to another website, acting as a citation, resource or partner mention. Some uses include linking a statistic to its original study on a research site, directing users to an official product page or citing a report from an industry leader. These links help build trust and authority, and enable readers to learn more about a topic, especially when there isn't room to fully expand on it within a post.

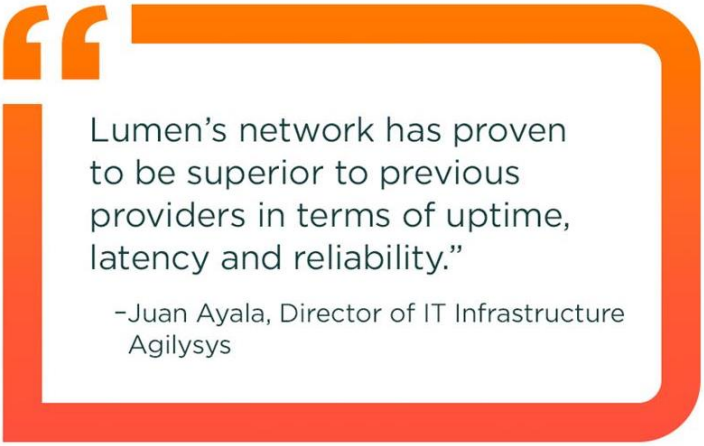
Best practices for external links include:

- Link to relevant, high-quality sources.
- Place links naturally in text.
- Use descriptive anchor text instead of general phrases like "click here."
- Audit external links periodically to ensure they're still active and relevant.

6.14.4 Callouts

A "callout" is a quote or a separate piece of text that's designed and embedded in the blog as an image.

If the callout is a quote, there are opening and closing quotation marks. The opening mark is often designed. Include both in the copy document anyway. Format the citation appropriately (see 2.2.2).



6.14.5 CTA intro text

The CTA intro text is one to two sentences of bold body copy that entices readers to click the CTA button below it.

It should start with a verb that's different from the button ("Visit" vs. "Browse" in the example below.)

However, link a phrase to the same location as the button.

> **Visit our customer story library to learn how organizations in virtually every industry are achieving their business objectives.**
>
> **Browse stories**

6.14.6 Transcript-style blogs

Introduce the speakers with their names and titles in bold and the content of the conversation. A video, screenshot or set of photos follows the introduction, if available.

Remove any irrelevant elements from the text. This includes the short fillers "um," "uh" and "like" and repeated adjacent words. Keep the speaker's usage, grammar and flow intact.

Use the format below for each speaker change. Do not use quotation marks around the text. Include line breaks as needed for readability.

> **0M:0S Lastname:** Text.

Timestamps are formatted "**0M:0S**" bolded. Add hours as "**0H:0M:0S**" only if the transcript includes hours. Do not include milliseconds.

End the transcript with an em dash to denote the end of the transcript, a short conclusion paragraph, a bolded call to action and a CTA button leading to a relevant page or asset.

> **Right:** As the Seattle Seahawks enter the divisional playoffs as the NFC's top seed, Lumen and Seahawks leadership share more than a stadium name—they share a winning mindset.
>
> In this conversation, **Lumen President and CEO Kate Johnson** and **Seahawks Chief Revenue Officer Amy Sprangers** reflect on what it means to stay disciplined, chase edges and play to win in high-stakes environments.
>
> [Video with Brightcove Name, Video ID and URL specified]
>
> *Transcript:*
>
> **00:06 Johnson:** So first of all, thank you so much for being here. I'm so excited. Congratulations on being the number one seed in the playoffs with a bye.

00:18 Sprangers: But that's not the finish line for us. We have bigger things in mind, in our communities with amazing partners like you. Tell me what Lumen is. …

–

Innovation, agility and a play-to-win mindset power both the Seahawks and Lumen. It's that shared discipline and belief in what's possible that continues to drive breakthroughs—for teams, fans and every business looking to level up performance.

Call to action: Explore how Lumen infrastructure elevates performance, or dive deeper into how we helped set the Seahawks up for success at Lumen Field.

CTA button text: Learn more

CTA URL: https://www.lumen.com/en-us/resources/customer-stories/seattle-seahawks.html

6.14.7 Figure labels

Figure labels are captions underneath an image or graphic that provide summary and contextual information. Format them like this:

> Figure 1. This is a full sentence that summarizes the takeaway from the image and provides contextual information with the rest of the blog.

Figure labels are sequential within a blog post.

Note: Black Lotus Labs blogs sometimes use sentence fragments for figure labels. This is acceptable since their images tend to contain detailed technical information.

Note: Figure labels are separate from image alt text. While image alt text provides factual information about what the image contains, figure labels demonstrate the meaning of the image.

Note: Images that contain only text do not need figure labels because they are self-explanatory. The image alt text will match the text contained within the image (see 6.8).

6.14.8 Republishing third-party articles

Lumen sometimes republishes articles from other companies or content aggregators.

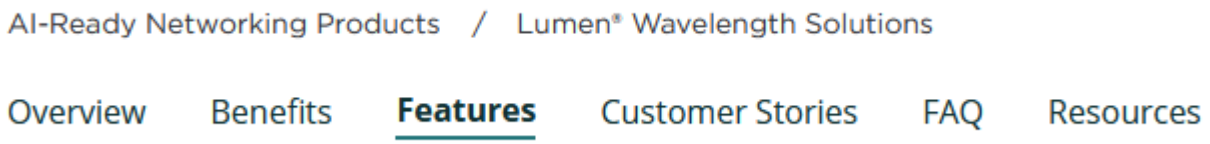
To avoid plagiarism, write a disclaimer at the top crediting the original publisher. Use the format: "Originally published by [Company]" with no period at the end.

> **Right:** Originally published by Fast Company

While proofreading these articles for capitalization, punctuation, grammar, word usage and brand-based titles (like job titles or product names) is encouraged, do not add or alter content.

6.15 Sub nav

A sub nav is a navigation menu positioned at the top of a page underneath the breadcrumb, the backend site navigation pathway. It contains a list of headers that jump to that location on the page when clicked. A sub nav commonly includes: Overview, Benefits, Features, Customer Stories, FAQ and Resources. Note that the sub nav buttons are in title case.



7.0 Asset overview

7.1 Display

Display ads appear as banners on websites and apps.

They're great for reaching target audiences in multiple places. They usually consist of a headline, subhead, image and CTA.

7.1.1 Prospecting and retargeting

Prospecting (PR) and Retargeting (RT) ads are the same in structure but target different audiences. Both can be static or animated for display and static or carousel for social. They differ primarily in the content, specificity of language, and CTA, depending on what stage they're in.

Prospecting ads are shown to everyone in a funnel stage and create lead-generation opportunities. Retargeting ads target customers who have interacted with a Prospecting ad and focus on the next step of the customer journey.

There are three funnel stages: Reach > Attract > Convert. The Reach stage typically uses a brand-level strategy, Attract contains a use case or CSA (customer service area, like retail or manufacturing), and Convert contains products or offers.

The end sequence is: Reach PR > Reach RT > Attract PR > Attract RT > Convert PR > Convert RT.

In these ads, include any legal disclaimers, but do not use asterisks to corefer them because they add clutter and are not needed in such a small space.

Cite any statistics or claims with superscript numerals at the bottom of the ad (see 5.4).

Attract Prospecting Display:

Attract Retargeting Social:

7.1.2 DCO

DCO stands for "Dynamic Creative Optimization." It's a digital display strategy that tailors ad content in real time based on user data. Each user receives a tailored, relevant ad each time they see it based on their behavior, interests and browsing history. They look like regular display ads in market.

We use an outside service to create and deploy DCO ads, so our copy documents are Excel spreadsheets instead of Word docs or PowerPoints. They have strict character limits because the DCO tools will not work otherwise.

7.2 Social

7.2.1 Static

Social static ads look like a post from Lumen Technologies and contain only one image or video.

They consist of an image with a headline and any applicable disclaimers or citations (or a screenshot or thumbnail with a play button for a video), post copy (above the image), a CTA provided by LinkedIn (see specs here) and image alt text.

Any disclaimers or citations go directly on the image.

Note: The alt text will use the "Description: ___. Text: ___." style of notation (see 6.8).

7.2.2 Carousel

A social carousel is like a static ad but contains multiple images, usually four, that a user can swipe through in a particular order. Carousel ads do not support video.

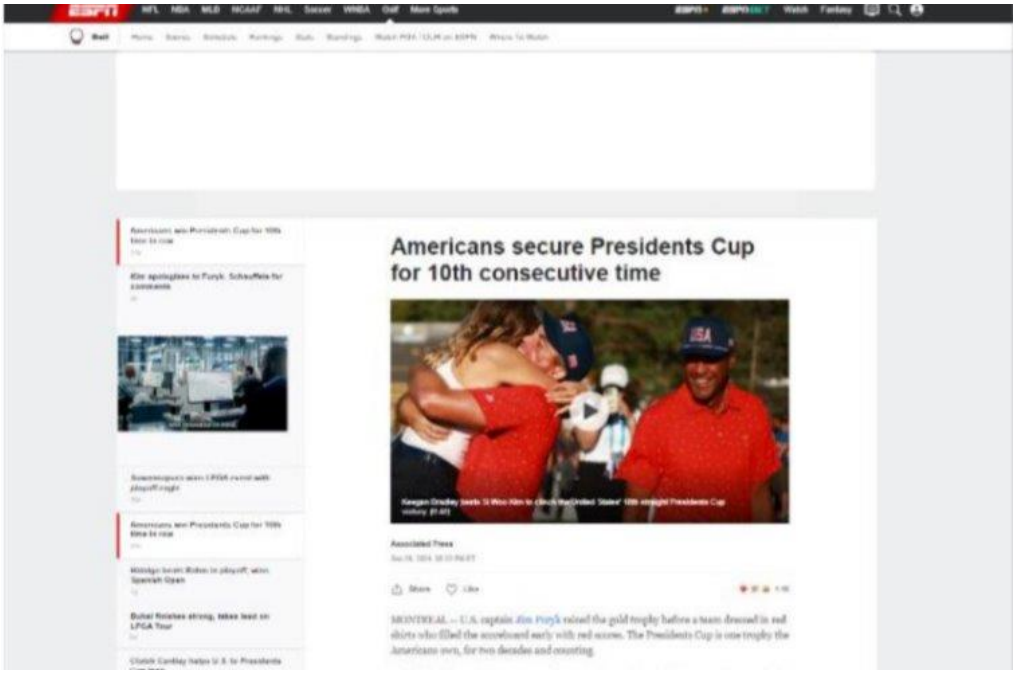
Each image gets its own image copy and headline. The headline is formatted like a normal headline (see 6.3).

7.3 Native static and animated

Native ads are designed to match the look and function of the content surrounding them, creating a smoother user experience. They consist of sponsored content, in-feed ads on social media and recommended content. They look like social ads or news.

They contain a thumbnail, a description formatted like an in-modal description (see 6.13) and three lengths of headlines: short, medium and long. The different lengths are used by the native ad delivery company based on the amount of space on a particular site. They also use in-modal description rules.

See the example in the left column below.



7.4 Web

7.4.1 Home

The Lumen homepage is designed for enterprise decision makers seeking advanced digital infrastructure. Its primary purposes are to:

- **Deliver core messaging:** Advertise AI-ready connectivity, edge cloud and secure infrastructure for modern business challenges.
- **Introduce main offerings:** Inform users about on-demand high-speed connectivity, intercity fiber expansion, private connectivity fabric and cybersecurity solutions.
- **Showcase results:** Demonstrate real-world success, promote partnerships and drive engagement through clear calls to action to contact us or learn more.
- **Earn trust:** Present Lumen as a future-ready partner enabling rapid, secure and scalable solutions for the AI-driven economy.

7.4.2 Solutions category

The Solutions pages are divided by category: By Business Outcome, By Industry, By Business Type and By Technical Use Case. Each category contains specific subcategories.

This is the page for By Business Type > Enterprise Business.

A Category page serves as a hub for a product or solution family and is designed to guide buyers through discovery, evaluation and conversion. Its primary purposes are to:

- **Introduce the value proposition:** Provide a clear, benefit-oriented overview of the category and explain the business problem it solves.
- **Support SEO discoverability:** Include optimized title tags, meta descriptions and keyword-rich body copy to improve search visibility and relevance.
- **Enable buyer decision making:** Present a product range with short descriptions and CTAs, plus offer product comparison tables, bundle pricing and feature details.
- **Drive engagement and conversion:** Include prominent CTAs to drive lead generation (for example, “Contact an expert,” “Start chat” and “Request a callback”) and include forms and interactive elements to capture buyer intent.
- **Provide supporting content:** Offer claims, statistics, customer stories, resources and related products to build trust and educate.
- **Maintain a consistent brand experience:** Align with paid media messaging and design standards.

7.4.3 Product

The Services dropdown on the homepage leads to Product pages. This is the Product page for Lumen® Wavelength Solutions.

Product and Category pages are similar in style, but a Product page serves as a focused destination for a single offering and is designed to help buyers understand and purchase that product. Its primary purposes are to:

- **Introduce the value proposition:** Provide a clear, benefit-oriented overview of the product, explaining the business problem it solves and its key differentiators.
- **Support SEO discoverability:** Include optimized title tags, meta descriptions, and keyword-rich body copy to improve search visibility and relevance.
- **Enable buyer decision making:** Present detailed product features, specifications and pricing options with comparison tables, downloadable resources and clear CTAs like "Buy now" or "Get offer."
- **Drive engagement and conversion:** Use prominent CTAs for lead generation (for example, "Contact an expert," "Start chat" and "Request a callback") and interactive elements such as self-service ordering and network maps to capture buyer intent.
- **Provide supporting content:** Offer claims, statistics, customer stories, resources and related products to build trust and educate. The Resource Center will be the featured resource.
- **Maintain a consistent brand experience:** Align with paid media messaging and design standards.

7.4.4 Resource center

A Resource Center is a Featured Resource on some Product pages. This is the Resource Center for Wavelengths.

It serves as a single destination for all product-related customer stories, awards, documentation, tools and support, making it easy for users to find guidance and information. Its primary purposes are to:

- **Provide customer journey support**: Offer content for every stage—education, purchase and ongoing support.
- **Include a variety of content:** Contain customer stories, videos, articles, brochures, FAQs, tools and help while highlighting top resources for quick access.
- **Present clear navigation:** Organize assets into sections like Discover, How to Buy and Support, with strong CTAs for engagement.
- **Align with SEO and accessibility:** Optimize for search visibility and designed for global availability and responsive user experience.

7.4.5 Partner

Partner pages show the types and benefits of strategic collaboration between Lumen and a partner. There are three types of Lumen partners:

- **Strategic Technology Partners (STPs),** who cocreate or improve their solutions with Lumen technology. Common ones include Amazon Web Services (AWS), Cisco and Microsoft. Each of those companies have their own Partner page (Partners > By Technology Partner) that details benefits, products and resources related to the partnership.
- **Lumen Validated Designs (LVDs),** which are architectures designed by Lumen and STPs to use as a starting point for a company's own solutions.
- **Channel Partners,** who sell Lumen products and solutions on our behalf through the Channel Partner Program.

Depending on the page type, their purposes are to:

- **Demonstrate value:** Present the value proposition of the partnership whether developing technology with us or selling for us.
- **Educate potential partners:** Provide an overview of joint solutions, certifications, past designs and expertise to gain trust.
- **Drive engagement:** Encourage form fills and portal account creation.
- **Reinforce the brand:** Use consistent design, official partner logos and strategic messaging to emphasize strength and trustworthiness.

7.4.6 Resources

The Resources dropdown on the homepage is different from those described on Product pages. The Resources here demonstrate our brand-level messaging and provide other resources for customer or partner consideration. They contain pages such as:

- **Why Lumen:** Establishes knowledge and credibility
- **Customer Stories:** Shows a library of case studies to show effectiveness
- **About Us:** Discusses our origins and sustainability initiatives
- **Blog & News:** Directs to the blog and newsroom
- **Newsroom:** Shows featured blogs, press releases and executive bios
- **Developers:** Provides information for developers, especially API integration

The Resources pages themselves encompass a variety of page types and templates, usually unique.

For now, the Developer Center is managed outside of the Creative team.

7.4.7 Support

Clicking "Support" leads a user to the Lumen help page. Creative does not currently manage this page. Its primary purpose is to provide links to:

- Control Center, our interactive user portal.
- The Developer Center.
- View recent changes.
- Get help with specific services by product or product family.
- Tips on how to prepare for or disconnect a service.
- Additional tools, including user handbooks and fee information.
- Contact our team for additional help.

7.4.8 Marketplace product spec

"Spec" is short for "specification." A Marketplace product spec page explains why a product would benefit a customer's business and gives them a technical overview with resources and an FAQ.

There are also several CTAs driving to purchasing options, including prompts to contact us or get an offer, which leads to an AEM landing page (see 7.4.9).

Most "Learn more" CTAs in Pricing or Features and specs tables on Product pages lead a customer to the Marketplace where they can purchase certain products online or by phone. This is the page for Lumen® DDoS Mitigation Service.

7.4.9 AEM landing

AEM (Adobe Experience Manager) landing pages are usually links from Convert ads in market. This is the AEM landing page for DIA, highlighting the 3-for-3 deal. They are quite simple and include:

- An eye-catching headline, featuring an offer if available.
- A benefit-focused subhead for that product.
- A short piece of body copy with bullet points summarizing the deal and the product features or benefits.
- A form for the customer to indicate interest.
- Any or citations (5.4) or disclaimers (see 6.10).

7.5 Blog

Lumen blogs are hosted at blog.lumen.com.

The Lumen blog contains blog posts categorized by category:

- **Technologies:** Networking, Cybersecurity, Collaboration, Edge Cloud, Managed & Professional Services, SASE
- **Customer Stories**
- **Insights:** Business Continuity & Disaster Recovery (BCDR), Customer Experience, Data-Driven Business, Operational Efficiency, Tech Trends
- **Industries:** Financial Services, Gaming, Healthcare, Manufacturing, Media & Entertainment, Public Sector, Higher Education, Retail, Technology
- **About Lumen:** Black Lotus Labs, Leadership Perspectives, Newsroom, News Spotlights

Each blog will fit into one of these categories.

Blogs are also identified with tags. There is a list of these in the blog template, and the author can highlight up to three.

Blogs follow the same rules as every other customer-facing copy. However, they have some special content pieces that are discussed in 6.17.

The Guide for marketing blog posts and Blog SEO and readability best practices include detailed information about how to write blogs for Lumen.

A new blog style and format will launch on the site by the end of March 2026. This Stylebook will be updated then.

7.6 Data sheet

A data sheet is a one-to-two-page document detailing a product's technical features and benefits.

They have similar content as blogs, with a headline, an optional subhead, an introduction, a customer quote (if applicable), bullet lists, contact information, disclaimers and citations.

They also include a separate "Why Lumen?" section that summarizes why Lumen is the best choice for this product type.

See the Lumen® Wavelength Solutions data sheet.

7.7 Video

Creating videos is one of our most collaborative creative processes. It involves Copy, Design and Video working together synchronously.

Videos vary in length from six seconds to 15 minutes or more.

We often use video ads in Social static ads ("static" just means "not a carousel") (see 7.2.1), on web pages to highlight products and solutions, and in Customer Stories. The video on the Prometheus Hyperscale Customer Story page is an excellent example of our look and feel. It's snappy without being jarring, and informative without being too sales-like.

Video creation often starts with a pitch or ideation stage with mood boards representing the style of the video. Copy provides initial script ideas, Design provides art, and Video offers ideas on length, story arc and ending material.

Then, after reviews, the team iterates based on feedback and creates one or more storyboards—shot-by-shot outlines—or goes into the animation phase. The Video team may consult with the Copywriter or Designer to source material for the selected storyboard.

The Copywriter writes out the subtitles, on-screen text and voiceover in the video template. The template itself is not detailed because our videos are not formulaic but rather thematic. Once in an animated phase, there are more reviews and the teams implement feedback.

For final versions, voiceover artists record the script, and the recordings are included in the video. Once Copy completes proofreading and provides metadata and post copy (if applicable), the video is delivered.

See these resources for more detailed specifications.

- Brightcove metadata
- LinkedIn video best practices

7.8 Email

The Copy team does not write emails at Lumen. Instead, they are written and distributed by an outside agency.

If one does happen to come to us for review, follow the same rules as everything else.

8.0 Banned list

Below is an alphabetical list of marks and terms that should never be used at Lumen. Some items can be used with substantiation, noted below. Review the use of each term carefully to ensure it doesn't pose legal risk.

Check this list before finalizing any piece of writing.

- always (referring to outcomes; OK to use "always-on" if that applies to a product)
- and/or
- e.g.
- ensure ("helps ensure" is OK)
- etc.
- exclamation points (!)
- free (referring to pricing)
- future-proof
- guarantee
- i.e.
- serial commas in simple lists (X, Y and Z)
- ultra- (generally, but especially "ultralow-latency"; "ultralow-loss" can be used when referring to the Lumen intercity fiber network)
- w/

The following terms require substantiation and a citation to use. Do not use them otherwise.

- best*
- decrease**
- improve**
- increase**
- industry-leading*
- instant***
- largest*
- real-time*** ("near real-time" is OK)
- reduce**
- savings†

*Requires third-party substantiation and citation.

**Requires Product Marketing substantiation and citation.

***Can be used only when referring to Lumen Connect®.

†Requires customer data substantiation and citation.