



COPY STYLE GUIDE

This copy guide is designed to provide consistency in communications for marketing and advertising. It is intended as a benchmark but acknowledges exceptions for creativity and spacing requirements.

Updated: February 2025. This guide is updated on a quarterly basis.





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01

TRUE VALUE® STYLE

True Value Style

ABBREVIATIONS DEPARTMENTS (INTERNAL)

- N** Appliances & Electronics
- A** Automotive
- B** Building Materials
- C** Cleaning & Janitorial Supplies
- G** Clothing, Footwear & Safety Gear
- E** Electrical
- H** Hardware & Farm Supplies
- T** Holiday & Party Supplies
- W** Housewares
- L** Lawn & Garden
- O** Outdoor Living & Power Equipment
- P** Paint
- D** Pet & Wildlife Supplies
- F** Plumbing, Heating & Ventilation
- Q** Rental
- S** Sports & Recreation
- Z** Store Supplies
- R** Tools

COPYRIGHTS, LOGOS AND TRADEMARKS

For consistent use of the copyright, do not put a space between the © and the year.

Example: ©[current year] TV Hardware Distribution, LLC

Use a period after “LLC” only when the copyright is directly followed by the job number, not the full job name. **Example:** ©[current year] TV Hardware Distribution, LLC. TV-DE-12345

LOGO FORMAT

The primary logo is used in official communications, marketing materials, and brand touch-points when space allows. We should always lead with the primary logo, then the letter mark, and finally the favicon. The alternative logo provides the option of incorporating True Value’s **Here For You** tagline while ensuring visual consistency. It’s ideal for merchandise, promotions or dynamic brand expressions but is used sparingly. In both the primary and alternative logos, the trademark symbol ™ follows the company name.

The company lettermark is used when space is tight or a simplified brand representation is needed. It’s ideal for digital icons, on store signage or as a secondary element in larger designs. The registered trademark symbol follows the company name.

Example: True Value®

The restricted-use favicon is for use in web, digital and social media only. The registered trademark symbol ® follows the company name.

True Value logos cannot be altered in any way and must include the trademark or registered trademark symbol. The placement and proportions of the logo must always remain constant regardless of the size. For more, see **True Value Brand Guidelines**.

IN COPY

The registered trademark ® is shown for the first or most prominent occurrence of **True Value** in the headline or body copy of each page even if the logo appears on the page as well. Use the appropriate trademark symbol (TM for product mark; SM for service mark; or ® to denote a trademark or service mark that is registered).

Never use **True Value** as part of a pun or in a generic fashion. **Example:** You’re sure to find a **True Value** at our weekend sale.

Never break the name **True Value** at the end of a line. Do not use the word **the** to precede **True Value**.

TREATMENT

The True Value tagline “Here For You” should never include a ™ or ® symbol when written in a sentence. The tagline should include the ™ symbol only in the alternative True Value logo (shown in the True Value Brand Guidelines), which is trademarked.

Important note: The first letter of each word in the True Value tagline “Here For You” should always be capitalized.

Example:

CORRECT: Through the highs and lows of every home project, **True Value** is **Here For You**.

INCORRECT: Through the highs and lows of every home project, **True Value** is **Here For You**™.

COPYRIGHTS, LOGOS AND TRADEMARKS – **TRUE VALUE TAGLINE** “**HERE FOR YOU**”

COPYRIGHTS AND TRADEMARKS FOR TRUE VALUE AND RELATED COMPANIES

Agway® Farm & Home Supply	Holiday Wonderland®	True Balance®
Baypointe®	Home & Garden Showplace®	True Value®
Clybourn™	HomePointe®	True Value Boys & Girls Club
Color Made Simple®	Induserve Supply®	True Value® Discover® Card
Commercial Sales®	Maintenance One®	True Value Foundation®
Commercial Supply Network®	Majic®	True Value Foundation® Painting A Brighter Future®
EasyCare®	Majic® Barricade®	True Value® International
EasyCare Color Design Mobile	Majic® Diamondhard®	True Value® Manufacturing
App™	Marketing Technology Suite™	True Value® Rental (Replaced Just Ask Rental)
EasyCare® Everyday	Master Electrician®	True Value Rewards® (Logo on emails shows True Value® Rewards.)
EasyCare® Limitless®	Master Mechanic®	True Value Rewards® The more you shop, the more you earn.®
EasyCare® Platinum	Master Painter®	
EasyCare Premium Decor®	Master Plumber®	
EasyCare® Ultra Premium (Interior and Exterior)	Mythic®	
EasyCare® Woodsman®	Painter's Select®	
EasyGuard®	Party Plus®	
Enrich™	PEEL 'N PLACE®	
FieldMaster®	Pet Expert®	
Four Seasons Courtyard®	Roll 'n Toss®	
GPM® Grand Rental Station®	Shur-Line®	
Green Majic®	Shur-Line® Lumi-Tech™	
Green Thumb®	Shur-Line® Twist	
Greener Options®	Simply Light®	
Grill Zone®	Taylor Rental®	X-O Rust Professional® YOUTH UP (YOUTHUP as logo, gets SM)

TRUE VALUE PRIVATE LABEL BRANDS

Clybourn™
EasyCare®
Four Seasons Courtyard®
Green Thumb®
Holiday Wonderland®
HomePointe®
Master Electrician®
Master Mechanic®
Master Painter®
Master Plumber®
Pet Expert®
TruGuard®
TVX™

PAINT TRADEMARKS

[TV PRIVATE LABEL AND NATIONAL VENDORS]
Benjamin Moore®
Benjamin Moore® Moorgard®
Benjamin Moore® Regal® Select
Bring Inspiration Home™
Color Made Simple®
Coronado®
Coronado® Cryli Cote®
Coronado® Grand®
Coronado® Tough Walls
EasyCare® Everyday
EasyCare® Limitless®
EasyCare® Platinum
EasyCare® Premium Decor®
EasyCare® Ultra Premium (Interior and Exterior)
EasyCare® Woodsman® Stain
Master Painter®
Painter's Select®

COPYRIGHTS AND TRADEMARKS – VENDORS

Make sure copyrighted products—Turf Builder, DeWALT, True Temper, BLACK+DECKER, etc.—get a ® for the first appearance in the copy on each page even if the logo appears on the page as well. Weber gets a ® every time it's used. The Weber Genesis I gets the ® on Genesis: Genesis® II, per the Weber website.

When in doubt about the spelling or format of a brand or product name, check the package photo or find the manufacturer's website. Also, be sure to check to see if a trademark or registered trademark symbol is needed; if necessary, reach out to Terri Lange and/or Gregory Jezka for the appropriate vendor contact.

See the following pages for a list of commonly featured national vendors >

NATIONAL VENDORS

#

3M

A

Agri-Fab®
APEX®
Armor All®

B

BISSELL®
BLACK+DECKER®
Black Jack® Drive Maxx™
Black Rifle Coffee®
BlueDEF®
Bona®

C

Cabot®
Charbroil®
Clorox®
Comfort Zone®
Crescent®
Crescent Lufkin®
Cutter®

D

d-CON®
DampRid®

D

DAP®
DeWALT®
Downy®
Drop In The Bucket
Mouse Trap®
Duracell® (Duracell POWER
BOOST™)
duraflame®

E

Energizer® (Energizer MAX®)

F

Feathered Friend®
Fill-Rite®
Filtrete™
First Alert®
Fiskars®
Frost King®

G

GE
GearWrench®
GENERAC®
Glad®
Glad® ForceFlex™
Global Harvest Foods®
Gorilla Glue®
Great Stuff™

H

Hampton® Keeper™
High & Mighty™
Homewerks™

I

IGLOO®
InSinkErator®

K

Kinco®
Kingsford®
Krylon®

L

Lasko®
Legrand®
LickiMat®
Liquid Nails®
Litheli®

M

Makita® U.S.A.
Master Lock®
Meguiar's®
Minwax®
Miracle-Gro®
Multipet®

N

NEBO®

O

O-Cedar®
Ortho®

P

Pass & Seymour®
PEAK®
Pennzoil® Motor Oil
PEX™
Pine-Sol®
Prestone®
Purdy®

T

Tide®
Tomcat®
Troy-Bilt®
TruGuard®
TruSite®

R

Rayovac®
Reliance®
ring
Roughneck™
Roundup®
Rubbermaid®
Rust-Oleum® (Rust-Oleum®
Stops Rust®)

U

U.S. Tape™
U.S. Tape™

V

Vacmaster® (Vacmaster®
Beast Series™)

S

Sawzall®
Scotch™ Brand
ScotchBlue™
Scotts®
SharkBite™
Southwire®
Spyder®
STANLEY® (Control- Lock™,
PowerLock®, FATMAX®)
StarterLogg™
Sterilite®
Super S®
Swiffer®

W

WD-40®
Weber®
Weber® Genesis® II
Weber® Spirit
Weber® Summit®
Weber Traveler®
Western® Premium
BBQ Products
Wonderlawn®
Woozoo™
Wrap-It®

Y

YETI®

Z

Zep®
Zevor™
Zinsser®



DISCLAIMERS

True Value Style

DISCLAIMERS TIPS

On **Circular Sign Kits**, shelf danglers get a disclaimer if it is a paint offer; however, posters and end caps do not get a disclaimer.

Check sale dates mentioned in the disclaimer copy with the Circular Deadline Calendar and Go To Market Plan(GTMIP).

When stating that something shown in the photo is not included, is not available in all areas or has quantity restrictions, add the disclaimer after the SKU number.



14.99

Stanley®

19 in. Essential Tool Box Features tool tray with handle and top organizers. Enabled side access for flexible storage. Plastic latch and padlock eye for security. R 209 710 Tools not included.

DISCLAIMERS LIST

Refer to the disclaimers listed for each asset type.

BROADSHEET POSTCARD:

Product availability, pricing and savings may vary by location. Individual retailers reserve the right to limit quantities or correct pricing errors. Not responsible for typographical errors. Consumer responsible for taxes.



BROADSHEET AD SLICK:

No disclaimer



BROADSHEET/CIRCULAR: (LAST PAGE, UNDER BOMS)

Consumer responsible for taxes. While supplies last. Products, product availability, pricing and savings may vary by store. For a store near you, visit TrueValue.com or call 800-897-3112. Individual retailers reserve the right to limit quantities or correct pricing errors. Some items may be prohibited for sale by state or local laws. Manufacturers and models may vary by location. Not responsible for typographical errors. All rebates subject to manufacturers' restrictions. ©[current year] TV Hardware Distribution, LLC



BROADSHEET/CIRCULAR COUPON OFFER: (FIRST PAGE)

Sale items excluded, including all sale items in this ad. Excludes Weber® products. One coupon per household. Other exclusions may apply. See store for details. Maximum coupon value: \$[insert number]. Not redeemable for cash. Not valid with any other offer or gift cards. Not refundable. Not transferable. Do not duplicate. Void where prohibited. Consumer responsible for all taxes. Coupon valid at participating True Value stores X/XX-X/XX/XX.



COUPON OFFERS IN ASSETS THAT DO NOT FEATURE SALE ITEMS:

Sale items excluded. Excludes Weber® products. One coupon per household. Other exclusions may apply. See store for details. Maximum coupon value: \$[insert number]. Not redeemable for cash. Not valid with any other offer or gift cards. Not refundable. Not transferable. Not duplicate. Void where prohibited. Consumer responsible for all taxes. Coupon valid at participating True Value stores X/XX-X/XX/XX.

CONTINUED >

DISCLAIMERS LIST

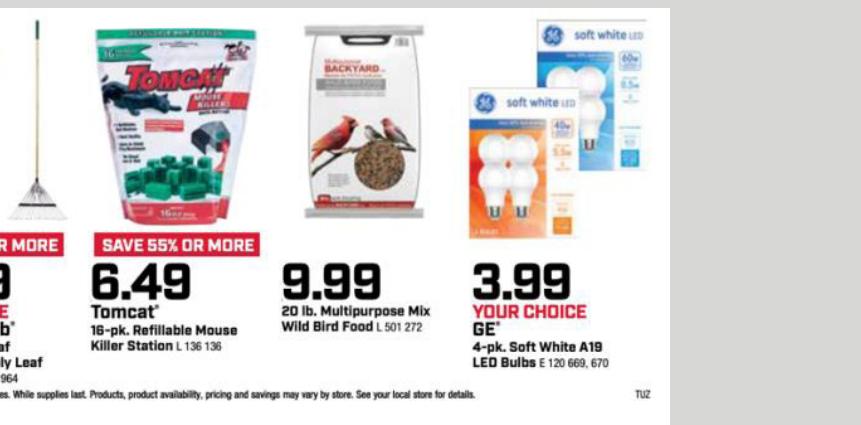
Refer to the disclaimers listed for each asset type.

BOM AD SLICK:

Consumer responsible for taxes. While supplies last. Products, product availability, pricing and savings may vary by store. See your local store for details.

BOM KIT:

Consumer responsible for taxes. While supplies last. Products, product availability, pricing and savings may vary by store. See your local store for details.



BOM POSTCARD:

Consumer responsible for taxes. While supplies last. Products, product availability, pricing and savings may vary by store. See your local store for details. ©[current year] TV Hardware Distribution, LLC. TV-BM-XXXXXX [insert zone] version



BARGAINS OF THE MONTH®

CONTINUED >

DISCLAIMERS LIST

Refer to the disclaimers listed for each asset type.



BOM Stuffer: ©[current year] TV Hardware Distribution, LLC Consumer responsible for taxes. While supplies last. Products, product availability, pricing and savings may vary by store. See your local store for details. Prices good through [insert month, insert day], [insert year]. TV-BM-XXXXX [insert month] [insert year] BOM Bargain Stuffer [insert zone] version



[PLEASE NOTE]

The BOM Stuffer disclaimers are the same for the Rewards version, located at the bottom of the page. The only thing that changes is the disclaimer after the SKU number. See example below.



REWARDS SEASONAL DIRECT MAIL:

*Coupon expires on XXXXXX. Present Rewards account number and coupon to cashier. Consumer responsible for taxes. Certain exclusions apply. See store for details. Valid for one transaction only. This offer will automatically be stored in your online account on the True Value Rewards® website.



<LU%-AAJW-TV/R83>

<TVR_STORE_NAME>

<City> <State>

OFFER EXPIRES <EXPIRATION>



Rewards #: <TVR-Card-No>

*Coupon expires on XXXXXX. Present Rewards account number and coupon to cashier. Consumer responsible for taxes. Certain exclusions apply. See store for details. Valid for one transaction only. This offer will automatically be stored in your online account on the True Value Rewards® website.

CONTINUED>

DISCLAIMERS LIST EMAILS

Refer to the disclaimers listed for each asset type.

PROJECT EMAIL: (BOTTOM OF PAGE)

This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message. To find or contact your local store, please visit the store locator for more info. While supplies last. Prices subject to change without notice. Not all items available in stores. If typographical errors occur, it may be necessary to refuse or cancel orders. ©[current year] TV Hardware Distribution, LLC 8600 W. Bryn Mawr Ave., Chicago, IL 60631-3505, United States

This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message. To find or contact your local store, please visit the store locator for more info.

While supplies last. Prices subject to change without notice. Not all items available in stores. If typographical errors occur, it may be necessary to refuse or cancel orders.

©2024 True Value Company LLC

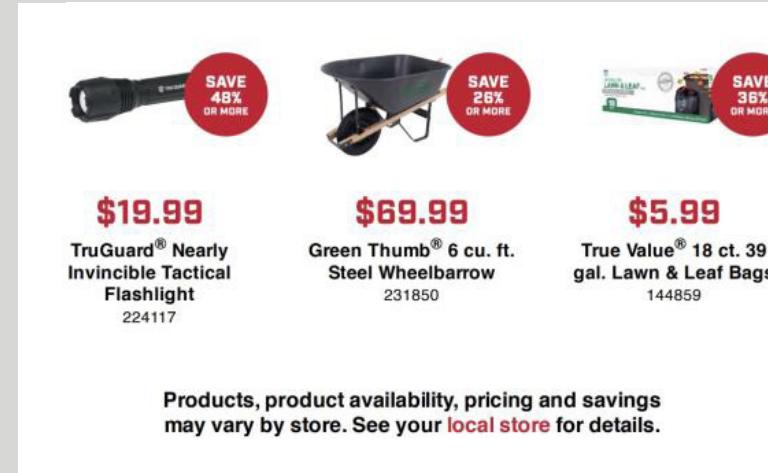
8600 W. Bryn Mawr Ave., Chicago, IL 60631-3505, United States

BROADSHEET EMAIL: (MIDDLE OF PAGE)

Products, product availability, pricing and savings may vary by store. See your local store for details.

BOM EMAIL: (MIDDLE OF PAGE)

Products, product availability, pricing and savings may vary by store. See your local store for details.



BOM EMAIL EXAMPLE

CONTINUED >

DISCLAIMERS LIST EMAILS

Refer to the disclaimers listed for each asset type.

REWARDS EMAILS: CERTIFICATES, ANNIVERSARY, BIRTHDAY, LAPSE, POINTS EXPIRATION, WELCOME (BOTTOM OF PAGE)

Present Rewards account number and barcode to cashier. Not redeemable for cash. Excludes sale items. Not valid with any other offer. Void where prohibited. Cannot be used to purchase gift cards or at TrueValue.com. Not refundable or transferable. Void if sold, exchanged, altered or duplicated. Valid on future purchases only. Customer responsible for taxes. See store for restrictions. Valid for one transaction only. Rewards coupons sent to you by mail or email will automatically be stored in your online account on the True Value Rewards® website. This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message. To find or contact your local store, please visit the store locator for more info. While supplies last. Prices subject to change without notice. In-store availability may vary. If typographical errors occur, it may be necessary to refuse or cancel orders. ©[current year] TV Hardware Distribution, LLC 8600 W. Bryn Mawr Ave., Chicago, IL 60631-3505, United States

Present Rewards account number and barcode to cashier. Not redeemable for cash. Excludes sale items. Not valid with any other offer. Void where prohibited. Cannot be used to purchase gift cards or at TrueValue.com. Not refundable or transferable. Void if sold, exchanged, altered or duplicated. Valid on future purchases only. Customer responsible for taxes. See store for restrictions. Valid for one transaction only. This offer will automatically be stored in your online account and in the True Value website.

Rewards coupons sent to you by mail or email are automatically stored in the Coupons section of our website.

REWARDS SEASONAL ENGAGEMENT EMAIL: (CERTIFICATE, MIDDLE OF PAGE)

Coupon expires on XX/XX/XX. Present Rewards account number and coupon to cashier. Not redeemable for cash. Consumer responsible for taxes. Certain exclusions apply. See store for details. Valid for one transaction only. This offer is automatically stored in your online account.

Coupon Expires on <%= formatDate(targetData.Expiration_Date, "%2M/%2D/%4Y") %>.
Present Rewards account number and coupon to cashier. Not redeemable for cash. Consumer responsible for taxes. Certain exclusions apply. See store for details. Valid for one transaction only. This offer is automatically stored in your online account.

REWARDS SEASONAL ENGAGEMENT EMAIL: (BOTTOM OF PAGE)

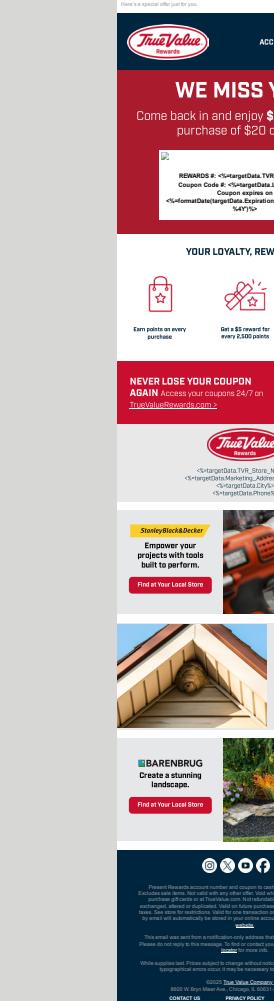
Contact store for product availability. This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message. To find or contact your local store, please visit the store locator for more info. While supplies last. Prices subject to change without notice. In-store availability may vary. If typographical errors occur, it may be necessary to refuse or cancel orders. ©[current year] TV Hardware Distribution, LLC 8600 W. Bryn Mawr Ave., Chicago, IL 60631-3505, United States

Contact store for product availability.

This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message. To find or contact your local store, please visit the [store locator](#) for more info.

While supplies last. Prices subject to change without notice. In-store availability may vary. If typographical errors occur, it may be necessary to refuse or cancel orders.

©2024 True Value Company LLC.
8600 W. Bryn Mawr Ave., Chicago, IL 60631-3505, United States



DISCLAIMERS LIST PAINTS

Refer to the disclaimers listed for each asset type.

PAINT DISCLAIMERS – TIPS

EASYCARE®

EasyCare®

Correct: 5-gallon pail

Incorrect: 5-gallon can

HOW TO STATE OFFERS:

[insert exclusions here]. Limit five 1-gallon cans or one 5-gallon pail per household. Consumer responsible for taxes. Certain exclusions apply. See store for details. Do not duplicate.

WHEN THE OFFER INCLUDES EASYCARE® WOODSMAN® AND SPECIFIC SALE DATES, PUT THAT INFORMATION AFTER THE BASIC DISCLAIMER, AS FOLLOWS:

Limit five 1-gallon cans or one 5-gallon pail per household. Consumer responsible for taxes. Certain exclusions apply. See store for details. Do not duplicate. EasyCare® Woodsman® not available in all states depending on local laws and ordinances. Offer valid at participating stores X/XX–X/X/XX.

FOR EASYCARE® \$10 OFF:

Excludes EasyCare® Everyday. Limit five 1-gallon cans or one 5-gallon pail per offer. Consumer responsible for taxes. Certain exclusions apply. See store for details. Do not duplicate. Offer valid at participating stores X/XX–X/X/XX.

FOR EASYCARE® BUY ONE GET ONE FREE:

Excludes EasyCare® Everyday. Limit five 1-gallon cans or one 5-gallon pail per household. Price of the second gallon must be of equal or lesser value than the first gallon. Consumer responsible for taxes. Certain exclusions apply. See store for details. Do not duplicate. Offer valid at participating stores X/XX–X/X/XX.

AAFA CERTIFICATION FOR EASYCARE®:

*EasyCare® Ultra Premium interior paints are CERTIFIED asthma and allergy friendly® by the AAFA, Asthma and Allergy Foundation of America.

WHEN THE OFFER INCLUDES THE AAFA MARK:

[ON EASYCARE® ULTRA PREMIUM INTERIOR PAINT ONLY]

Excludes EasyCare® Everyday. Limit five 1-gallon cans or one 5-gallon pail per household. Consumer responsible for taxes and fees. Certain exclusions apply. See store for details. Do not duplicate. AAFA certification applies to EasyCare® Ultra Premium interior paint in flat, eggshell and satin sheens. Offer valid at participating stores X/XX–X/X/XX.

IF THE OFFER IS A FREE SAMPLE AND INCLUDES THE AAFA MARK:

[ON EASYCARE® ULTRA PREMIUM INTERIOR PAINT ONLY]

*AAFA certification applies to EasyCare® Ultra Premium interior paint in flat, eggshell, satin and semi-gloss sheens.



REBATES

True Value Style

REBATES – GENERAL

FOUR ZONES:

Zone T = North

Zone Z = North (Pacific Northwest)

Zone U = South

Zone X = Hawaii and California (mainly for light bulbs and lawn care items)

CONTINUED >

REBATES - GENERAL

Circular Program Zones:

True Value® Circulars are designed based on zones to make it easier for Retailers to select a circular option and to encourage the use of inserts to promote specialized product categories. The program includes North and South zones, a zone specific to California and Hawaii and a zone for the Pacific Northwest, to address unique product and legal requirements.



ADDITIONAL VERSION FOR MAIL-IN REBATES (ZONES T & Z)

K = Connecticut/Rhode Island version

VERSION WITH INSTANT REBATE FOR REWARDS MEMBERS ONLY

R = Rewards version

There are two rebate formats: Mail-In Rebate and TVR Instant Rebate. Mail-In Rebates for Zone T (North) get an additional Connecticut/Rhode Island version, which sometimes includes Zone Z (North); Zone U (South) Mail-In Rebates don't get an additional Connecticut/Rhode Island version. There are times when the TVR Instant Rebate does not have a corresponding Mail-In Rebate because the rebate is for Rewards members only. There can also be Mail-In offers that do not offer TVR Instant Rebates.

REBATES - AD SLICKS:

There is always a limit for rebate items; this should go in the disclaimer.

MAIL-IN REBATE FORMAT: (See images with/without final price listed.)

DISCLAIMER: *Limit 2 per offer. Consumer responsible for taxes.

TVR INSTANT REBATE FORMAT: (See image with final price listed.)

DISCLAIMER: *Limit 2 per offer with True Value Rewards® card.

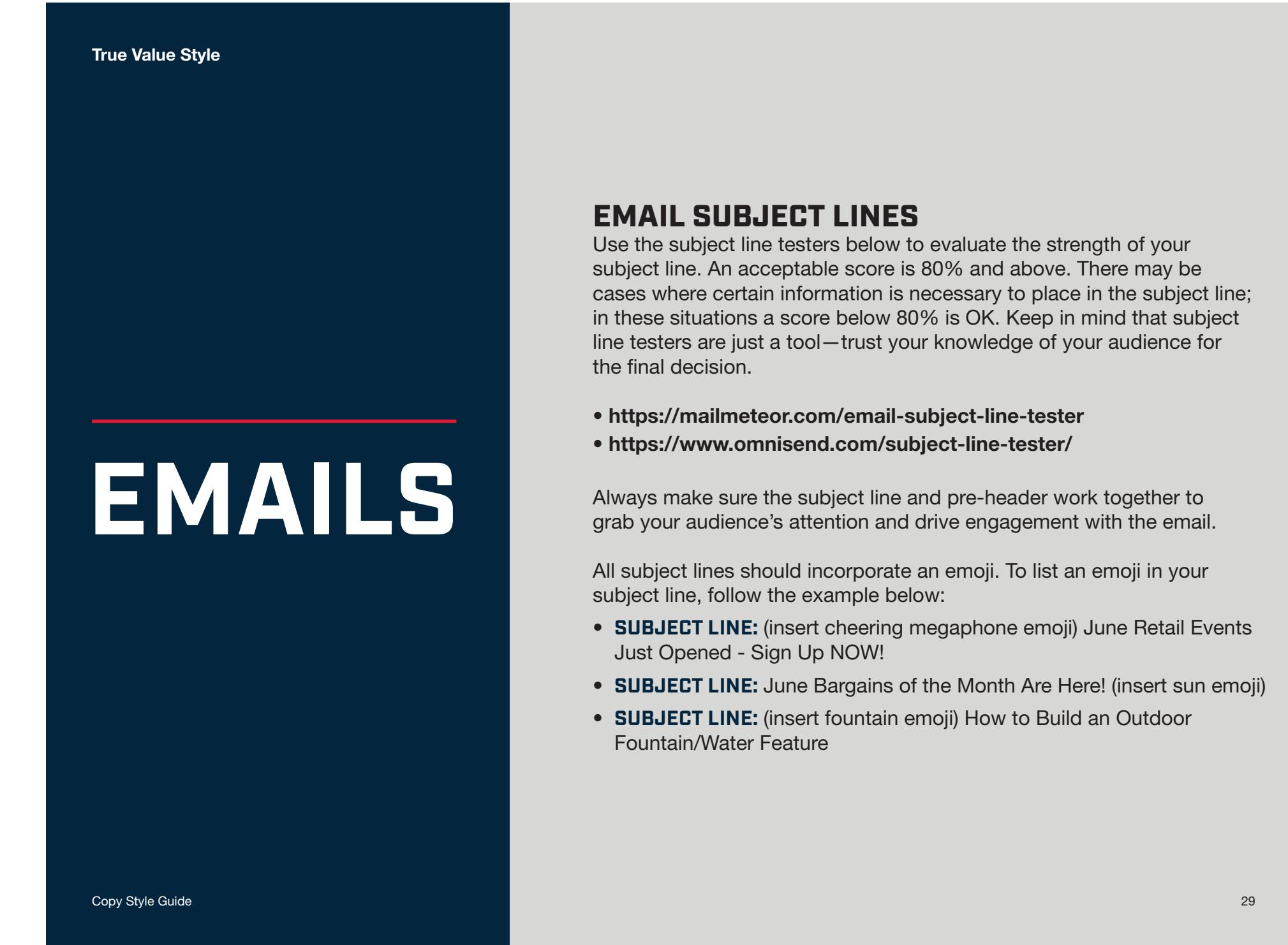


MAIL-IN REBATE:
(See images with/without final price listed.)

REBATES - BOM KITS:

BOM Kit Banners show only the Mail-In Rebate format. Retailers can put a TVR sticker on posters if needed.





EMAIL SUBJECT LINES

Use the subject line testers below to evaluate the strength of your subject line. An acceptable score is 80% and above. There may be cases where certain information is necessary to place in the subject line; in these situations a score below 80% is OK. Keep in mind that subject line testers are just a tool—trust your knowledge of your audience for the final decision.

- <https://mailmeteor.com/email-subject-line-tester/>
- <https://www.omnisend.com/subject-line-tester/>

Always make sure the subject line and pre-header work together to grab your audience's attention and drive engagement with the email.

All subject lines should incorporate an emoji. To list an emoji in your subject line, follow the example below:

- **SUBJECT LINE:** (insert cheering megaphone emoji) June Retail Events Just Opened - Sign Up NOW!
- **SUBJECT LINE:** June Bargains of the Month Are Here! (insert sun emoji)
- **SUBJECT LINE:** (insert fountain emoji) How to Build an Outdoor Fountain/Water Feature

INTERNAL WEBSITES

True Value Style

INTERNAL WEBSITES

INTERNAL WEBSITES BEST PRACTICE
INTERNAL WEBSITES SHOULD BE IN ITALICIZED AND BOLD COPY:
netwarehouse.com

WHEN INDICATING A PATH, USE THIS FORMAT:
netwarehouse.com > Products > New Items.
NOTE: The use of an arrow and single spacing.

The acronym **NWH** can be used after the first time **netwarehouse.com** appears.

NUMBERS AND MEASUREMENTS

True Value Style

NUMBERS AND MEASUREMENTS

**WHEN SHOWING THE TRUE VALUE
ADDRESS ON OFFICIAL ENVELOPES,
THE FORMAT IS AS FOLLOWS:**

**8600 W BRYN MAWR AVE
CHICAGO ILLINOIS 60631-3505**

NOTE: There is no punctuation used.

Do not put a 1 in front of a phone number.

Correct: 773-695-5287

Incorrect: 1-773-695-5287

**PACKAGE INFORMATION COMES
BEFORE PRODUCT DESCRIPTION
WHEN SHOWING A PRODUCT.**

NOTE: It is often necessary to use a hyphen with "pk." to avoid having customers think they get a number of packages for that price: **3-pk. 9 x 3/8 in. Roller Covers**

CONTINUED >

NUMBERS AND MEASUREMENTS

WHEN THE DIMENSIONS FOR A PRODUCT USE THE SAME MEASUREMENT, SUCH AS INCHES, THE MEASUREMENT NEEDS TO BE SHOWN ONLY AT THE END:

4 x 12 in. or 2 x 4 ft.

IF EACH HAS A DIFFERENT MEASUREMENT:

25 ft. x 2 in.

IF INDICATING ONE GALLON:

1 gal. Jug

IF A 1-GALLON MEASUREMENT IS PRECEDED BY A BRAND NAME, USE THE NUMBER 1 IN FRONT OF IT:
Ortho® 1 gal. Insect Killer.

FOR PRICING, USE A \$ AND NUMERAL(S) FOR WHOLE DOLLARS:

\$11

WHEN THE PRICE INCLUDES CENTS (OR ENDS IN ".00"), DO NOT USE A \$*:

11.99 (*This rule does not apply to emails.)

**IN CIRCULARS,
ADVERTISING,
HEADLINES AND
POWERPOINT,
USE % WITH
NUMBERS.**

TERMINOLOGY

TERMINOLOGY

BOM:

Bargains of the Month®. Note register mark. Shown on circulars, emails and other publications.

CTA:

Call To Action. A way to get consumers to act on emails or social media.

CTB:

Customized True Blue. Flexible assortments designed for specific departments. Customers have a choice of planogram sizes. Format has evolved to two-page spreads that fit within a single catalog.

CONSUMER:

Use this term instead of "customer" for someone who shops at True Value.

CUSTOMER:

Use in place of "Member" when referring to a store owner related to True Value. To avoid confusion, use the term "consumer" when talking about someone who shops at a True Value store. Store owners can also be called Retailers.

GOT-TO-MARKET PLAN

(GTMIP): True Value's monthly plan to deliver a unique value proposition to customers and achieve competitive advantage. The end goal is to enhance the overall customer experience.

CONTINUED >

TERMINOLOGY

ITEM NUMBER OR SKU:

Refers to a True Value product.

KPI:

Industry term for Key Performance Indicator and is a way to measure a company's performance against key business objectives.

MAP OR MAPP PRICING:

Stands for Minimum Advertised Price Policies. It involves Instant Savings but is not related to the True Value Rewards® program. It does not need the Rewards icon or a disclaimer.

MARKETING TECHNOLOGY SUITE™ (MTS):

A True Value website where customers (store owners) can customize templates for posters, banners, ad slicks, bag stuffers, radio scripts and more to advertise in-store and in local media.

MAVAS, SKUS AND SPIFFS:

All capitals except for the s; no apostrophe.

MEMBERS-ONLY OFFERS:

The term refers to offers available to consumers who are True Value Rewards® members and is always in lowercase letters.

NETWAREHOUSE (NWH):

A True Value website where Retailers place their orders.

PLANOGRAM:

Graphic used to show how items will be placed on shelves. Often referred to on CTBs.

POG:

An acronym of planogram. Spelling out the word is usually preferred in copy.

POP KIT:

Point-of-Purchase kit.

RETAIL WORKBENCH:

Can be found on NWH. Use initial caps.

RETAILER:

Used in place of "Member" prior to the April 2018 transition. Store owners are now referred to as customers, but *Retailers* can still be used.

SIGNS:

Sign-making element of the Marketing Technology Suite™.

UNIVERSAL LOOKUP:

A product ID feature that can be accessed through Netwarehouse.

VALUE DAYS:

A 3-day sale event held multiple times a year, similar to Amazon Prime Days.

ZONES:

T and Z are for the North Zone and include Connecticut and Rhode Island (K); X is California and Hawaii; Zone U is the South Zone.



02

GENERAL STYLE

General Style

WRITING TIPS

RETAIL TONE & VOICE:

A True Value store is not corporate. Our copy shouldn't be, either. Our retailers are neighborhood business owners, not corporate executives, so keep the tone active and conversational. Deliver information in a way that talks about what the retailer gains, not what True Value gives or gains. Consider using bulletts and breaking long paragraphs apart when it makes sense. Is your copy engaging? Read it from start to finish. Does it feel like a neighbor is talking to you? Can you edit for wordiness?

WHOLESALE TONE & VOICE:

True Value's wholesale tone is clever without being snarky, assertive without being commanding, and emphasizes long-term support for retailers. Keep the language authentic and sincere, delivering practical, easy-to-understand information without unnecessary jargon. Use wit sparingly to engage, ensuring the focus remains on valuable updates and support for retailers.

CORPORATE TONE & VOICE:

True Value's corporate tone is welcoming and playful. The goal is to communicate in a neighborly, approachable way, avoiding overly corporate or rigid language. Messages should be confident and supportive, offering solutions and updates that foster trust without coming across as arrogant or demanding. Write with authenticity, showing care and respect for customers' needs and priorities. Use a touch of relatable wit to add personality, making announcements memorable while reinforcing True Value's long-standing commitment to its community and customers.

CONTINUED >

WRITING TIPS

CHANGE PASSIVE COPY TO ACTIVE COPY WHENEVER POSSIBLE:

- **PASSIVE:** The packaging for bird food has been updated. (Why should they care?)
- **ACTIVE:** We've updated bird food packaging for a more modern look. (Benefit to them.)



• TOO PASSIVE, CORPORATE AND WORDY (59 WORDS):

The Retail Workbench is designed to help retailers track sales and manage their business. This session will provide retailers with an overview of this powerful tool. It will cover website navigation and important documents, as well as an overview of tools and reports. It will also include an in-depth review of some of the most used reports and tools.

• ACTIVE AND CONVERSATIONAL (SAME CONTENT IN 34 WORDS):

Track sales and efficiently manage your business with Retail Workbench. Learn about this powerful tool, including website navigation, important documents, tools and reports. Get more tips with an in-depth review of most-used reports and tools.

KEEP LANGUAGE CONTEMPORARY:

- **Use:** based on Don't use: based upon
- **Use:** in the middle of Don't use: in the midst

KEEP BULLET STRUCTURE PARALLEL:

NOT PARALLEL:

- Learn about live goods
- 1,000 booths
- Vendors will be on hand

PARALLEL:

- Learn about live goods.
- Explore 1,000 booths.
- Talk with vendors.



ABBREVIATIONS

ABBREVIATIONS

GENERAL USAGE:

- Abbreviate longer month names when they're used with a specific date:
His appointment is Jan. 2, 2025.
- Abbreviations:
Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- But spell out:
March, April, May, June and July
- Be consistent, however, when listing several months within a sentence:
January, February, March, April, May, June, July, August, etc.
- An apostrophe precedes the number when a decade is abbreviated: *The '60s.*
- The abbreviation for *continued* (as in *continued next page*) is *cont.* with a period but no apostrophe. Using *cont'd* is also acceptable. It doesn't need a period because it's a contraction, not an abbreviation.
- Use zip code abbreviations for states when they are mentioned with cities:
Detroit, MI
- Abbreviate titles when used with a proper name:
Dr. Robert Smith
- Abbreviate Celsius with a capital C:
40°C
- Abbreviate Fahrenheit with a capital F:
40°F
- The Chicago Manual of Style* shows no period after *F* or *C* and no space between the degree symbol and the *F* or *C*. True Value broadsheets also use that style.
- Use *V* for vols and *W* for wats, but spell out "amps" and "gauge."
- Use periods for *U.S.* and *U.K.* (except in headers). Do not use periods for *SA*, *Btu*, *rpm*, *hp*, *POB* or *mph*.
- To form the plural of most common acronyms, add an *s*:
SKUs, RBIs
- Acronyms with internal periods or that are all lowercase will take an apostrophe before the *s*:
M.B.A.'s, Ph.D.'s, p.d.f.'s

CONTINUED >

ABBREVIATIONS

COMMON:

- amp(s) > ampere(s) (no period; no single-letter “A” abbreviation)
- btl(s). > bottle(s)
- Btu > British thermal unit (singular or plural)
- cs > case(s)
- cu. ft. > cubic foot (feet) (Hyphenate when used as a modifier.)
- cu. yd > cubic yard (Hyphenate when used as a modifier.)
- D > deep
- Dia. > diameter
- Dist. Ctr. > Distribution Center
- dr. > door
- dwr. > drawer(s)
- doz. > dozen (NOT dz. unless necessary for fit)
- ea. > each (Spell out if it fits.)
- Ft. or ft. > foot/feet (uppercase in head, lowercase in body copy)
- g > gram
- gal > gallon
- hdw. > hardware
- H > high
- hdbd. > headboard
- hp > horsepower
- hr. > hour(s)
- Ht. > height
- In. or in. > inch/inches (uppercase in head, lowercase in body copy)
- incl. > include, included, includes or including
- L > long
- lb(s). > pound/pounds (Try to spell out in descriptive copy.)
- ltr. > liter(s)
- mfr. > manufacturer
- ml. > milliliter
- min. > minute(s)
- oz. > ounce/ounces
- pk. > pack(s)
- pkg. > package(s)
- pr. > pair(s)
- pt. > pint
- qt. > quart(s)
- Reg. > regular price(s) (used in flyer)
- sq. ft. > square foot (feet) (Hyphenate when used as a modifier.)
- sq. in> square inch(es) (Hyphenate when used as a modifier.)
- sq. yd. > square yard(s) (Hyphenate when used as a modifier.)
- V > volt (no period)
- wnty > warranty (Abbreviate only if necessary for space.)
- W > watt(s)
- W > wide (format: 100W (no space between), but 50” W (space between))
- yd. > yard(s)

LISTINGS:

USPS STATE ABBREVIATIONS

Alabama, AL	Montana, MT
Alaska, AK	Nebraska, NE
Arizona, AZ	Nevada, NV
Arkansas, AR	New Hampshire, NH
California, CA	New Jersey, NJ
Colorado, CO	New Mexico, NM
Connecticut, CT	New York, NY
Delaware, DE	North Carolina, NC
District of Columbia, DC	North Dakota, ND
Florida, FL	Ohio, OH
Georgia, GA	Oklahoma, OK
Hawaii, HI	Oregon, OR
Idaho, ID	Pennsylvania, PA
Illinois, IL	Rhode Island, RI
Indiana, IN	South Carolina, SC
Iowa, IA	South Dakota, SD
Kansas, KS	Tennessee, TN
Kentucky, KY	Texas, TX
Louisiana, LA	Utah, UT
Maine, ME	Vermont, VT
Maryland, MD	Virginia, VA
Massachusetts, MA	Washington, WA
Michigan, MI	West Virginia, WV
Minnesota, MN	Wisconsin, WI
Mississippi, MS	Wyoming, WY
Missouri, MO	

General Style

BULLETED COPY

General Style

BULLETED COPY

Periods are used for bulleted copy that completes a statement.

Please bring me the year-end figures on:

- Total operating costs.
- Net operating income.

Bulleted items that are a complete sentence on their own get a period.

- Inspire gardeners with beautiful displays.
- Create advertising to visually romanticize the experience.

No periods are needed after short phrases in a list if the items are like those on a shopping list.

The handheld computers in this price range offer the following items:

- 8MB of RAM
- Rechargeable lithium batteries

Make sure bullet points flow from the introductory line.

INCORRECT: Please bring me the year-end figures on:
• The finance department keeps its operating costs files downstairs.

CORRECT: Please bring me the year-end figures on:
• Operating costs from the finance department.

NOTE: If there are two or more blocks of bulleted copy on the same page, make sure the format is consistent. If one block has bullets without punctuation, set up the other block(s) without punctuation as well.

General Style

CAPITALIZATION

General Style

CAPITALIZATION

- Use lowercase for seasons.
- For compound words, don't capitalize a participle modifying the first word, or if the two words together constitute a single word:
English-speaking people
- Capitalize both words for a noun or proper adjective when the second word has equal weight with the first word:
Twentieth-Century Literature
- Don't capitalize compass directions or locations that aren't being used as names:
We live on the north side of the city. We're leaving the Northwest and moving south this winter.
- The words **website** and **webpage** are capitalized only at the start of a sentence.
- Capitalize titles in salutations, letters, PowerPoint presentations and on business cards:
John Doe, Director of Communications.
- If a title is preceded by the word *the*, do not capitalize:
John Doe is the director of communications of XYZ Company.
- Book titles have initial caps and are italicized:
Of Mice and Men.
- Capitalize the first word after a colon only when that word is a proper name or begins a complete sentence.
Two of the contestants advanced to the next round: Margaret and David.
- Headlines can be all uppercase or upper/lower in emails or brochures. Make sure the format is used consistently throughout the document.
- Headlines for circulars (located at the top of each page) are always title case.
- Conjunctions and prepositions of four letters or less in headlines are lowercase unless they appear at the beginning or end:
The Art of Winning with Positive Thinking

HYPHENATION

HYPHENATION

USE A HYPHEN IN THESE CIRCUMSTANCES:

- When a word begins with an e and the e means electronic: *e-commerce*
- When a prefix ends in a vowel, followed by the same letter: *re-ente*
- To distinguish a word from another word with a different meaning: *re-cover*
- For most words with the suffix *wide* or *like*: *industry-wide*, *wax-like*
Except: *lifelike*. When an adjective comes before a hyphenated compound adjective, use a hyphen to connect it to the compound. For example:
mold- and mildew-resistant

NUMBERS AND MEASUREMENTS

NUMBERS AND MEASUREMENTS

GENERAL USAGE:

- Spell out numbers one through nine; use numerals for 10 and higher:
One, two, three, four, five, six, seven, eight, nine.
- Numbers within the same sentence that are not part of a series:
There were 20 winners in five categories.
- Numbers that are part of a series of items should be consistent, however:
He bought 5 notebooks, 20 pens and 16 candy bars.
- Do not use an apostrophe for the plural form of numbers:
Most of the bills in the cash register are ones and fives.
- A number at the beginning of a sentence should be spelled out:
Fifty-six
- Except when the number is a year or would otherwise take more than two words:
 > *2025 instead of Twenty twenty-five*
 > *1,786 instead of One-thousand-seven-hundred-eighty-six*
- When one number immediately follows another, the first should be spelled out to avoid confusion:
The banquet room accommodates twelve 15-ft. tables.
- Use ordinals (*th*, *st* and *rd*) with dates only when the number precedes the month or stands alone:
 > *Our party is on the 5th of December.*
 > *Grand Opening: August 10*
- Use numbers for headlines and descriptive copy:
3 boards, 6-year warranty
- Spell out the words **million**, **billion** and **trillion** when using them in sentences. Accompany them with figures when discussing monetary values or other numbers:
 > *The company had gross profits of \$6 million.*
 > *In 2022, Chicago had a population of nearly 2.7 million.*
- Spell out **degrees** in written copy rather than using the $^{\circ}$ symbol.
It was only 40 degrees outside when we left for lunch.
- For fractions, spell out amounts less than 1, using hyphens between words:
two-thirds, four-fifths, seven-sixteenths

CONTINUED >

NUMBERS AND MEASUREMENTS

LEAVE A SPACE BETWEEN THESE NUMBERS AND ABBREVIATIONS:

00 am	00 pm	00 Hz	00 opm
00 amp		00 lb. (or lbs.)	00 oz.
00 BTU		00 ltr.	00 PSI
00 CFM		00 Mhz	00 SPM
00 gram		00 mil	00" W (wide)

NO SPACE BETWEEN THESE NUMBERS AND ABBREVIATIONS:

00cc	00kg	00mph
00cm	00kwh	00RPM
00dB	LED	00V
00°F	00m	00V AC
00Hg	00ml	00W (watts)
00HP	00mm	



PREFIXES

PREFIXES

FOLLOW INDUSTRY STANDARDS REGARDING PREFIXES.

[DICTIONARIES DON'T ALWAYS REFLECT CURRENT ADVERTISING USAGE]

- Prefixes such as *bi*, *multi* or *non* are often combined without hyphens: *bipartisan*, *multipurpose tool*
- The prefix *after* does not get a hyphen when it forms a noun: *afterthought*
- Hyphenate when *after* is used to form compound modifiers: *after-dinner drink*
- The prefix *anti* is sometimes hyphenated: *The new student was anti-social.*
- More often, it's part of a single word: *antifreeze* or *antitrust*

PUNCTUATION

PUNCTUATION

HELPFUL TIPS

- When an abbreviation comes at the end of a sentence, do not use a second period. The period for the abbreviation does double duty. If another punctuation mark is needed, it will come after the period:
He has an appointment with David Thompson Sr.
Does he have an appointment with David Thompson Sr.?
- Use an apostrophe for the plural of letters:
Four A's on my report card.
- Use an en dash without spaces to represent a span or range of numbers, dates or times:
May 5–12
- Use an em dash without spaces to indicate an abrupt change in thought:
The manager said—it was a highly unusual suggestion—to close the store by nine.

CONTINUED >

PUNCTUATION

General Style

- In most simple series, there should be no comma before the concluding conjunction:
It's good to eat apples, oranges and grapes.
- But use a comma before the concluding conjunction if an element of the series contains a conjunction:
The store is restocking its paint, cleaning products, and lawn and garden supplies.
- When a sentence features a complex series of phrases, a comma is needed before the concluding conjunction:
For the outdoor concert, we're wondering whether the venue is large enough, whether there's adequate parking, and whether it will rain.
- Do not use a comma before Jr. and Sr.:
Martin Luther King Jr. Day
- Use a comma between a company name and *Inc.* or *Ltd.* only if that company uses one. In such instances, the abbreviation should be both preceded and followed by a comma:
Smith & Jones, Inc., sells home goods.
- When a name is followed by an academic title, separate by a comma:
John Snow, Ph.D., spoke.

- Use a comma after introductory words and phrases:
Right now, we have a special deal on detergent.
- In quotes, a comma or period is not needed after an exclamation point:
"Halt!" the general cried.
- When an ellipsis indicates the deletion of one or more words in quoted material, it is treated much the same as a three-letter word, with a space on each side. It can also indicate that a speaker or writer has not completed a thought:
I was just about to go to the store to buy some . . .
- Avoid using accent marks or foreign characters on emails or other web-related pieces. This will make copy harder to find via search engines.
- When using asterisks, place them after every form of punctuation except a dash. An asterisk appearing at the end of a sentence should follow the ending punctuation mark (period, question mark or exclamation point), with no space between.
*Each registrant will receive a free water bottle.**



SENTENCE STRUCTURE

SENTENCE STRUCTURE

- The verb in an *either/or* or *neither/nor* sentence agrees with the noun or pronoun closest to it:
Neither the plates nor the bowl goes on that shelf.
- Don't break on a trademarked company name, hyphen, en dash, em dash, or URL at the end of a line. Do not leave a small word such as *a* or *to* at the end of a line. Don't begin a sentence with short words like *A* or *The* at the end of a line.
- Avoid having a single line of a paragraph at the top or bottom of a column or page. Avoid orphans—a single word or two words alone on a line.
- Use active rather than passive verbs:
The wind broke several branches off the tree. rather than *Several branches were broken off the tree by the wind.*
- The word however is usually preceded by a semicolon and followed by a comma:
Many people believe his theory; however, it has never been proven.
- Avoid using run-on sentences/comma splices (in which punctuation stronger than a comma is needed):
CORRECT: *This dog food is recommended by vets; that's why we sell it.*
CORRECT: *This dog food is recommended by vets. That's why we sell it.*
INCORRECT: *This dog food is recommended by vets, that's why we sell it.*
- Avoid using sentences that contain more than two independent clauses.
- Use only the last name in a second reference to a person's proper name:
Janice Turner is the head of Internal Affairs. Turner works a lot of hours.
- Do not start a line of copy with an ampersand. Do not use an ampersand in place of the word *and* in copy where it's not appropriate:
CORRECT: *Cheech & Chong were a successful comedy duo.*
INCORRECT: *Hard work & a bit of luck will guarantee your success.*

TIME AND DATES

- Use ordinals (*th*, *st* and *rd*) with dates only when the number precedes the month or season alone.

Our party is on the 5th of December.

- When using numbers for dates, do not begin months with a zero.

CORRECT: 6/23

INCORRECT: 06/23

- Use numerals and lowercase letters with periods to show the hours of the day. Omit :00 for exact hours.

10:30 a.m., 8 p.m.

- Use the word *noon* when referring to 12 p.m. and *midnight* for 12 a.m.

- When showing a range of hours, use an en dash with no spaces instead of the words *from* and *to*:

11 a.m.–5 p.m.

- Avoid using the word *between* or *from* with ranges of hours:

Incorrect: between 11 a.m.–5 p.m., from 3:30–4 p.m.

- In referring to hours within the same period (e.g., morning or afternoon), there's no need to use *a.m.* or *p.m.* twice:

5–6 a.m., 9:15–10:30 p.m.

- In abbreviations for decades, precede the decade with an apostrophe. Take note of which way the apostrophe is facing; typically, by default, an apostrophe is at the beginning of contractions will mistakenly appear as left-hand single quotation marks.

CORRECT: '70s

INCORRECT: '70s

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Our party is on the 5th of December.

- When using numbers for dates, do not begin months with a zero.

CORRECT: 6/23

INCORRECT: 06/23

- When showing a range of dates within the same year, include the year with the second date only.

CORRECT: 5/23–6/3/24

INCORRECT: 5/23/24–6/3/24

- When referring only to a month and year or a season and year, do not use commas to separate the two elements:

- December 2023 was a busy month.

- The events will be held in summer 2025.

- Lowercase all season names:

fall/autumn, winter, spring, summer

- For decades and centuries, use the letter *s* without an apostrophe:

- The civil rights movement really began in the late 1950s.

- The first World's Fair took place in the mid-1800s.

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CORRECT: '70s

INCORRECT: '70s

WORD USAGE

- **Affect, Effect**
Affect means to influence:
The Cubs' World Series games will affect the mental health of their fans.
- **As-needed**
Hyphenate when it immediately precedes a noun: *as-needed basis*
- **Assure, Ensure, Insure**
Assure means to dispel someone's doubts or to make something certain to happen: *Victory was now assured.* *Ensure* means to guarantee: *The professor took the necessary steps to ensure that the report was correct.* *Insure* refers to insurance.
- **Complement, Compliment**
Complement refers to completeness or the process of supplementing:
The airplane has a complement of 10 crew members.
The flower in her hair complements the overall look of her dress.
- **Complimentary** can mean expressing a compliment, or it can refer to something that is given or supplied free of charge.
It's often followed by the word *of*:
The orchestra is composed of the woodwinds, brass and strings sections.
- **Compose** means to create or put together and can be in active or passive voice.

WORD USAGE

- **Affect, Effect**
Affect means to influence:
The Cubs' World Series games will affect the mental health of their fans.
- **Effect, as a verb**, means to cause. As a noun, it indicates a result:
As the CEO, she has effected many changes in the company.
The storm's effect on airline delays was overwhelming.
- **As-needed**
Hyphenate when it immediately precedes a noun: *as-needed basis*
- **Assure, Ensure, Insure**
Assure means to dispel someone's doubts or to make something certain to happen: *Victory was now assured.* *Ensure* means to guarantee: *The professor took the necessary steps to ensure that the report was correct.* *Insure* refers to insurance.
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It's often followed by the word *of*:
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- **Compose** means to create or put together and can be in active or passive voice.

CONTINUED >

WORD USAGE

- **Different from**

Always use **different from** rather than **different than**:
My schedule is different from yours.

- **Each Other, One Another**

Two people look at **each other**; more than two people look at **one another**. Either phrase may be used when the number is indefinite.

- **Extension**

refers to a cord, ladder or part of a phone number.

- **Farther, Further**

Farther refers to distance: *I ran farther today than yesterday.*
Further means to go more in depth: *We will further discuss this issue later.*

- **Fewer, less**

Use **fewer** for individual items and **less** for bulk or quantity:
Fewer than 10 applicants called. I had less than \$50 in my pocket.

- **Greater than or lesser than**

Use **than** with **greater** or **lesser**.

- **Hang, hanged, hung**

Use **hang** when talking about a picture or an execution; but in past tense, use **hanged** for an execution and **hung** for putting up a picture.

- **Helpdesk**

Use as one word; capitalize only when it's at the start of a sentence.

- **Impact**

Avoid overuse of **impact**, especially as a verb.
 Consider using **affect** or **influence** instead.

- **Its, It's**

Its is the possessive form of the pronoun **it**. *The restaurant lost its liquor license.*
It's is a contraction that stands for **it is** or **it has**. *It's nearly noon.*

- **Linear feet**

has the same meaning as regular feet in terms of measurement.

- **More than vs. Over**

More than shows an increase: *The report showed more than two million units sold.*
Over is used for position and time: *It was over the rainbow. Over the years, it looked better.*
 Try not to use **over** as a synonym for **more than**.

- **Only**

means unquestionably the best, or alone in its class or kind.
DON'T USE: *one of the only*
DO USE: *That taxi is the only one still in operation.*

- **Palette, Pallet, Palate**

Palette is a thin board on which an artist lays and mixes colors, or a range of colors. **Pallet** is a wooden base used for holding merchandise. **Palate** is the roof of one's mouth.

- Use **toward**, not **towards**:

A percentage of sales will go toward helping students.

- **Verbiage**

means either an excess of words of little content or a way of expressing in words:

It was a maze of evasive verbiage. Writers guard their verbiage jealously.

- **Webpage**

is one word, **website** is one word.



03

WORD LIST

General Style

WHAT YOU'LL FIND IN THE WORD LIST

This comprehensive list includes hardware-related terms as well as general-usage words that you're likely to encounter. It's a helpful resource for determining whether a word should be treated as a single or hyphenated word, capitalized or accompanied by a registered trademark symbol.

CONTINUED >

WORD LIST

A

A/V

absorbent

ADA-compliant

Ad-Vantage (program)

adapter

AdBuilder

Advent calendar

Advisor, The

affiliate

aforementioned

afterward

air bed

airdate

airtight

ALCI (plug)

all right

all-purpose

allen wrench

alongside

AstroTurf

aluminum

ambiance

American oak

amps

angle steel

anti-syphon

antibacterial

antifatigue

antifreeze

antifungal

antikickback

antimicrobial

antirust

antiskid

antislip

antistatic

antitheft

antitrust

antiwear

anyone

anytime (adverb)

app

Apple Watch®

all right

armchair

armrest

AstroTurf

auto-focus

auto-ship

axe

B

back up (verb)

back plate

backrest

backroom

backset

backsplash

backup (noun)

backyard

backroom

baked-enamel

baked-on

bakeware

ball bearing (noun)

ball-bearing (adj.)

ball carrier

ball cock

band saw

barcode

barstool

baseboard

basket weave

bathmat

bathrobe

bathtub

bed box

bed-making

bedrail

beech wood

benefit-driven

bentwood

beside (at the side of)

besides (in addition)

bestseller (noun)

best-selling (adj.)

bi-level

biannual

biohazard

bird feeder

bird watch

bird-watcher

bird's-eye

birdbath

birdhouse

birdseed

blackout

bolt-action

BOM

bookcase

bookshelf

bounce-back

box spring

breakaway

broadleaf

broadsheet

BTU

build up (verb)

buildup (noun)

built-in

bull's-eye

bulletin board

burn out (verb)

burnout (noun)

chip-resistant

buyback

bypass

C

cam lock

candelabra

bird's-eye

birdhouse

birdseed

blackout

candleholder

cannot

car-jack

cardholder

carryall

cartridge

cast iron

ceiling-mount

Celsius

bounce-back

box spring

breakaway

broadleaf

broadsheet

BTU

build up (verb)

check up (verb)

check-in (noun, adj.)

checkout (noun, adj.)

checkup (noun)

cheesecloth

chip-resistant

closely

co-sponsor

cost-effective

C

chrome-plated

chuck-dowled

countertop

coworker

clean up (verb)

crabapple

cleanup (noun, adj.)

crank light

clipboard

clock radio

close-up (noun, adj.)

cross-country

closed circuit

clothespin

co-branded

cross-shipping

coffee maker

cold-rolled steel

crossover

cold-rolled steel

coffin

coiled

coiled coil

cool white lights

co-op

co-op program

cooperative

cooperatives

cooperatives

corkboard

cosponsor

cost-effective

cost-efficient

countertop

coworker

clean up (verb)

crabapple

clean up (verb)

clock radio

close-up (noun, adj.)

cross-country

crossarm

crossbar

crossing

WORD LIST

door latch	earmuff	fine line	flower pot	general-purpose	handlebar	homemade (adj.)	i
doorbell	earplug	fire log	fluorescent	gift giving	handmade	homemaker (noun)	in doors
doorjamb	earth tones	fire pit	flyer	gift wrap	hand saw	homeowner	in homes
doorknob	easy-to-use	fire screen	foldaway	give away (verb)	hand truck	homepage	in-home (adjective)
doorlock	end caps	fire-safe	follow up (verb)	giveaway (noun)	handset	hometown	infrared
doorstop	Epicor®	fireplace	follow-up (adj.)	goalpost	hands-free	hookup (noun)	in jet
double-sided (adj.)	etc.	fireproof	foolproof	gold-tone (adj.)	handwired	hors d'oeuvres	in line
double stitched (obj.)	every day (adv.)	first aid	footlocker	gooseneck	hang up	horsepower	Internet
double-stitched (adj.)	every one of us	first aid kit	footrest	grass seed	Hanukkah	hot plate	J
downtime	everyday (adj.)	first-quality	Fraser fir	grassroots	hard-wired	hot-dip	jackknife
drawcord	everyone (pronoun)	firsthand	freeload	gray (preferred sp.)	hardworking	house paint	jam-packed
drawtape	ex gauge	fishbowl	freestanding	groundbreaking	head start	housefly	jigsaw
drill press	eye shield	fix-ups	freewheel	groundskeeper	headboard	houseguest	jump-start (verb)
driveway	eye-catching	flame-resistant	fresh-cut	groundswell	headgear	household	jump-start (noun)
drop cloth	eyestrain	flame-retardant	friction-fit	groundwater	headlamp	housepainter	K
drop-forged	eyewear	flameproof	fuchsia	groundwork	headlight	houseplant	keychain
dry-erase (adj.)	F	flare-ups (noun)	full time	guesswork	headphones	house sitter	keyboard
drywall	face-life	flashlight	full-service	H	heat-treated	housesit	keypad
dual voltage	Fahrenheit	flatbed (truck)	full-size	hacksaw	heavy-duty	housewares	keyword
dual-purpose	fanfolded	flatware	full-time	hand box	heavy-gauge	how-to	kickoff (verb)
dust cloth	fast-track (noun, adj.)	flextime	fundraiser	hand drill	heavyweight	HP	kickoff (noun)
dustpan	fastrack (shelving)	flood lamp	fundraising	hand soap	high-back	hp	kick-start
E	Father's Day	floodlight	funneling	hand-painted	high-density	hypoallergenic	king-size
e-commerce	FDA-approved	floor lamp	funneling	handcrafted	high-gloss	I	kneepad
email	fiber optics	floor mat	gearbox	handheld (adj.)	high-grade	icemaker	knockout (verb)
e-newsletter	fiber-optic	floor-mount (no "ed")	gearshift	handhold (noun)	high-pressure	indoor/outdoor	knockout (adj., noun)
		flower bed			hinge pin		

WORD LIST

krypton

L

Ladies' Night

lambswool

lamp holder

lamppost

lampshade

laptop

large-head keys

lawn care

lawn mower

lead off (verb)

leadoff (noun, adj.)

leakproof

left-hand

left-handed

left-hander

legal-size/letter-size

letter board

lifelike

lifetime

lift off (verb)

liftoff (noun, adj.)

light bulb

light set

lighted (not lit)

lightweight

line up (verb)

linenware

lineup (noun)

lint-free

liter

lock-down

lockset

locksmith

lockstitch

log in/log on (verb)

login/logon (noun)

long-handled

long-lasting

long-wearing

look up (verb)

lookup (noun)

loom-woven

loop pile

loveseat

low-density

low-profile

lumberyard

lunch box

lunchtime

lighted (not lit)

mailbox

mainstream

make up (verb)

makeup (noun)

marker board

MasterCard®

matchbook

matte

mealtime

media

medium-weight

meter board

microorganism

midnight (12 a.m.)

mildewproof

mini

mini-blinds

minibar

miter box

miter gear

miter saw

miter square

modacrylic

molding (vs. chiefly British

“moulding”)

mosquitos

Mother's Day

mothproof

-mount (no “ed”)

mousetrap

mouthwatering

mph

multi-angle

multi-category

multicolor

multicolored

multifaceted

multifeatured

multifold

multifunction

multilevel

multimedia

multimillion

multi-packs

multiposition

multiprogram

multipurpose

multistage

multisurface

multitasking

multitool

multituse

mosquitos

Mother's Day

N

nailbrush

name brand

name-brand (adj.)

needlepoint

New Year's Day

NiCad (nickel-cadmium)

nightlight

nightstand

nighttime

Non-Go-Forward

non-mildewing

non-spatter

nonabrasive

nonabsorbent

nonadhesive

nonallergenic

nonconducting

nonconference

noncorrosive

nondenominational

nondrip

nonexplosive

O

odor-free

offset

nonfolding

nonfunctional

nonglare

nongreasy

omni-channel

on-site

onboard

ongoing

nonmember

nonmetallic

online

opm

overallis

overfilling

overgrown

overhead

overheat

overinvestment

overlay

overruns

oversized

P

padlock

paint brush

palette

paperwork

part-time

PAR38

particleboard

payback

Old World

old-fashioned

Pema Stone

Philips (top)

photocell

pickup (verb)

pickup (noun, adj.)

pipetting

place setting

placemat

placogram

playset

playroom

pliers (always plural)

plugin

POBox

pocketknife

point-of-sale

polyfoam

polybag

polybagged

polywrapped

pop-up

poclain

posable

post-consumer

postcard

penn book

perf

Pema Stone

photocell

pickup (verb)

pickup (noun, adj.)

pipetting

place setting

placemat

placogram

playset

playroom

pliers (always plural)

plugin

polyfoam

polybag

polybagged

polywrapped

pop-up

poclain

posable

post-consumer

postcard

WORD LIST

post hole	preshrunk	rechargeable	roll-out (adj.)	self-protecting	silver tone (obj.)	spotlight	suu zero
potholder	Presidents' Day presoak	recyclable	rollout (noun)	sellout	silver-tone (adj.)	spray head	swing topp
powder coated	pretreat	refocus	roll over (verb)	semi-gloss	SKU	spring-loaded	T
power station	price point	regrowth	rollover (noun)	semi-pneumatic	sled base	square-point	2-way
pre-approved	print out (verb)	rekeyable	rolltop	semi-transparent	sledgehammer	stack-out topper	3-D
pre-gauged	printout (noun)	remerchandising	Rosh Hashanah	semiannual	sleeping bag	stainless steel	3-way
pre-lit	protector (for wood)	remodel	round-point	semimonthly	slide rule	stand-alone (adj.)	T-shirt
preassembled	psi	remote control	roundtable	serviceable	slide-off, -out	standalone (noun)	table saw
precut	pull out (verb)	removable	rpm	set up (verb)	slide-rule	standard-size	tablecloth
predefined	pulldown (noun/adj.)	rental-tough	runner-up (noun)	setup (noun/adj.)	slim line	standout	tabletop
prediluted	punch card	reopen	runoff	shatterproof	slip-resistant	start-up (noun)	tamperprof
premeasured	push broom	reopening	rust-resistant	shepherd's hook	smartphone	start up (verb)	teaktop
premedia	push button (noun)	reorder	Rust-Oleum®	shim	smoky	stationary (still)	teakettle
premixed	push-button (adj.)	repeg	rustproof	Ship-to-Store	SnakeLight	stationery (paper)	teapt
prepackage	push bar	repellent	S	shockproof	snap-on	step stool	tempreestee
prepaid	pushcart	reset	saleability	shop box	snow blade	stepladder	terra cotta
prepay	Q	resetting	sandbox	shoplight	snowblower	stick proof	theretprof
preprint	queen-size	restroom	sandpaper	showerhead	snow blower (Troy-Bilt)	stopwatch	thermocouple
preprinted		reusable	saucepan	shrink-wrapped	snowmobile	storybook	threeway
prepunched	ragg wool (gloves)	right-hand	saw kit	shut off (verb)	snowplow	stow away (verb)	thumb latch
prerecord	rainproof	right-handed	sawhorse	shutoff (noun)	snow thrower	stowaway (noun)	thumbtack
preregistration	random-access	right-hander	school yard	sidekick	solid-state	straight-ahead (adj.)	tie in (verb)
preretirement	re-key	rimfire	screwdriver	siffron (lower case)	space-saving	straightaway	tie-down (adj.)
prerinse	ready-made	ripstop	scrubbability	sightline	speakerphone	strip light	tie-in (noun)
preschool	rearview mirror	rock glass	see-through	sign up (verb)	special-order	stud finder	time-saver (noun)
preseason	RockSolid	roll out (verb)	self-contained	sign-up (noun)	spit-rod rotisserie	subclass	timeframe
preset				silk screen	sports chair	subhead	

WORD LIST

timeline	truckload	upcharge	wastewater	windowsill	workspace
timesaving (adj.)	TrueValue.com	up-to-date	water-resistant	windproof	workstation
timeworn	tune up (verb)	update	waterproof	windshield	worktable
tip-over (adj.)	tune-up (noun)	upside-down (adj.)	watertight	wipe-on	workwear
toeplate	turn-around (adj.)	upside down (adv.)	wear and tear	wiper blades	World Wide Web
toll-free (adj.)	turn off	urbanity	weatherproof	wire cutter	worldwide
tool belt	turn out (verb)	U.S.	weatherproofing	wood (not wooden)	wraparound
toolbox	turnoff (noun)	US (in headlines)	weatherseal	wood-boring	X
toolholder	turnout (noun)	USA	weatherstrip (noun)	wood-frame (adj.)	x' dia.
toolkit	twin-size	V	weatherstripping	wood-grain (adj.)	x-foot dia.
toolshed	two-way	Valentine's Day	weather-strip (verb)	wood-look	x-gauge
topsoil	U	Veterans Day videotape	Web	work center	x-inch dia.
torx head	UL-listed	viewpoint	webpage	work light	xx-year
touch up (verb)	ultrahigh	viscosity	website	work mate	xx-year-old
touch-up (noun)	ultrasonic	VOC	well-being	work top	Y
toward (no "s")	ultraviolet	W	wetproof	workbench	yard mates
track light	under way	wake-up (adj.)	wheelbarrow	workday	yard work
trade-off (noun)	under-cabinet	wall-mount (no "ed")	whipstitched	workforce	year-end (noun, adj.)
Travel Pass (two words)	undercounter	wallsaver	whitewash	workhorse	year-round
traveling	underdeck	warm-up (noun)	whitewashed	workload	yearlong (adj.)
tricolor	underway	washer fluid	Wi-Fi	workpiece	Yom Kippur
trouble light	up-front (adj.)	wastebasket	wide-angle	workplace	Your Choice
trouble-free	up front (adv.)		window box	workshop	



04

COPY EDITOR TIPS

Copy Editor

COPY EDITOR TIPS

AD SLICKS

Ad Slicks are based on the Bargains of the Month® and Broadsheets and are placed on the Marketing Technology Suite™ (MTS) site. They can include TVP Instant, Mail-In and CTRI Mail-In Rebate versions. There is a page of new items as well.

NOTE: When there are no rebate items in the Bargains of the Month, the only disclaimer needed is: Consumer responsible for taxes. While supplies last. Products, product availability, pricing and savings may vary by store. See your local store for details.

Check sale end dates for Broadsheets against the Auto-Ship & Event Deadline Calendar. BOM sales last for the full month.

Make sure the month, job, broadsheet number and copyright near the bottom of each page are correct.

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COPY EDITOR TIPS

BOM KIT AND BARGAIN STUFFERS

The Kit includes a Bargain Stuffer and banners in two sizes. Bargain Stuffers do not get TVR Instant Rebate versions. Content mirrors the Ad Slicks.

The stuffers include the copyright, BOM disclaimer, sale end date and job number; the Bargains of the Month® banner includes the sale end date, BOM disclaimer, copyright and job number; the item banners include the job number, copyright, job name, SKU number and BOM disclaimer. Make sure this information is correctly listed on each page.

BOMS FOR MTS

These are based on material created by the Creative Department and modified by Kevin Franz from the Marketing Technology Suite (MTS) Team to be used in various formats by retailers.

The pricing and descriptions should match the Ad Slicks for that month.

Placement of the BOM disclaimer and size of the BOM varies depending on the format being used. Make sure the month, job, broadsheet number and copyright at the bottom of each page are correct.

CIRCULAR OFFER SHEETS

The source material is usually a previous version.

Make sure all changes regarding event numbers, SKU numbers and offer details are followed. Sometimes there will be only one offer; check to ensure that offer, page and barcode are treated correctly as singular or plural. Exceptions are the title and first sentence of the Special Offers section, as these don't change month to month.

Check that the right month and year are shown at the top of each page and that the current copyright and job number are shown at the bottom of each page.

On the scan page(s), the copy above the offer should say, Applies to [event number(s)] only. Copy below the offer should say, [offer dates] only.

The number of each barcode can be found in the Primary UPC # box on the corresponding item page in Netwarehouse.



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COPY EDITOR TIPS

CTB CATALOG: [CUSTOMIZED TRUE BLUE]

We produce this catalog for retailers attending Market (formerly called “Reunion”). The book is organized by general categories—AUTOMOTIVE, ELECTRICAL, FARM & RANCH, etc.—and includes information on merchandising strategies, True Value® differentiators, new products and industry trends, plus assortment guidelines with planogram size recommendations based on store size. The content is extensive, so it's helpful to make a note of the categories you've worked on to keep track of which ones are done.

The general category name appears in all caps in the top left corner of the first page of each section and also appears in vertical form along the border of each succeeding page. Check the category on each page to make sure it's correct.

Do not use the terms **CTBs** or **sets** in body copy; use **planogram** or **assortment**.

Planogram photos run across the spread. Beneath each photo is a caption providing size and description information; the measurement **ft.** (as in **4-ft.** or **8-ft.**) should always end with a period. Charts that include planograms' size and description information are featured on most pages alongside references in bold copy to the number of planograms. Make sure that the number of planograms in the copy matches the number in the chart.

CONTINUED ON NEXT PAGE >>>

CTB (CONTINUED):

Brand names should be written with initial caps. In running text and planogram captions, any necessary trademark symbol should accompany a brand name in its first appearance in copy on a page, even if the brand's logo appears on that page as well; however, register marks should be omitted from brand names in the Assortment Guidelines charts, as they can cause problems with formatting in the charts.

Double-check all page numbers listed in the book's Contents section to ensure they're correct, and confirm that NEW and LAST CHANCE symbols are correctly included. Make sure the right copyright year and job number appear on the back cover.

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CONTINUED>

COPY EDITOR TIPS

DISPLAY BANNERS/CAMPAIGNS

Campaigns are part of the Marketing Technology Suite™ (MTS).

Various size banners are shown on a single sheet, and feature a headline, a Call To Action (SHOP NOW, etc.) button and True Value logo on a photographic background. The Facebook banner should not have the SHOP NOW button.

EMAILS

When Bargains of the Month® are shown in an email, there will be only one price point. Example: When AA and AAA batteries are being offered at \$11.99 and C, D and 9V batteries are \$12.99, only the AA and AAA batteries will be shown in the email BOMs. (**Note:** In emails, the rule about not using dollar signs with prices that end in cents does not apply.)

In project emails, the title in the hero module (for example, “How to Paint & Stain Your Stairs”) should be identical to the title on the TrueValue.com project page that the email links to. Make sure that the brand or product type called out at the top of the “one-stop shop” module is correct. Check the copy in the module (“Your local True Value® store has everything you need to complete ...”), changing “this project” to “these projects” if the project support copy describes projects that are distinctly different from each other.

Check the alt text, which is added for icons and logos and for images that can be dragged. (Not added for buttons.) The word **of** shouldn’t be used in alt text.

CORRECT: Paint can icon
INCORRECT: Icon of paint can

See DISCLAIMERS LIST – EMAILS in the True Value Style section for disclaimer information.

Units of measurement use the number, followed by a space (with no hyphen), and then the abbreviated measurement in lowercase:

75 ft. Garden Hose

The exception is when this format could cause consumers to think they’re getting multiple items:
CORRECT: 9-pk. LED Bulbs

Note: Designers aren’t able to do hard returns in emails. In different browsers and on mobile, lines will break differently.

Use the formula of 00/00/00 for dates. If the date and/or month is only one number, do not precede with 0.

Ship to Store messaging should not be used on any email communication. This includes subject lines, preheaders, footers, modules—anywhere within an email.

Value Days is a store event, so email and other communications should drive consumers in-store to purchase, rather than online.



BROADSHEET EMAIL EXAMPLE

CONTINUED >

COPY EDITOR TIPS

GTM LOCAL DIGITAL ASSETS

Monthly GTM Local Digital Assets feature year-round E-Comm, Rewards, BOMs and brand messages, plus seasonally relevant messages in a variety of product categories. Copy consists of a title-case headline and a one-sentence description. Because the proofs are for Google display ads, the BOMs section doesn't require the full version of the BOM disclaimer.

USE THIS VERSION: *Products, product availability, pricing and savings may vary by store. While supplies last; at participating stores only.*

RADIO SCRIPTS FOR MTS

MTS scripts are usually based on that month's Bargains of the Month (five items out of the eight items) and three items from the Circular/Broadsheet, but there can also be other scripts. If the scripts are based on the Bargains of the Month and Circular/Broadsheet, that must be noted in the copy for each item. Check any promotions against the Go To Market Plan and that month's Circular/Broadsheet to see if the copy in the script is correct.

Scripts are usually 30 or 45 seconds long and must mention **[Store Name]** twice, and **while supplies last** once. The scripts should have multiple items and SKUs listed at the top. Make sure each of the items is mentioned in the script along with its price.

Register marks and trademarks are not used in the script copy but can be used in the item description list.

Make sure the airdates and month at top of each page are correct.

All numbers should be spelled out, and prices should be hyphenated:
ninety-four-ninety-nine

Prices that are an even number are followed by the word dollars:
one-hundred dollars

Prices that are uneven amounts are not shown with **dollars**:
seventeen-ninety-nine

Acronyms like LED or UV should be hyphenated, as well as product names that are numbers:
L-E-D lights | U-V rays | W-D-Forty

Describe items sold in packs as single items to avoid any confusion about how many are being sold at that price:

CORRECT: *A six-pack of double-A batteries is just eight-ninety-nine.*
INCORRECT: *Six packs of double-A batteries are just eight-ninety-nine.*



CONTINUED >

COPY EDITOR TIPS

MARKET MATERIALS:

Materials for Market (formerly called “Reunion”) include invitation and registration emails, weekly Roundup emails, and printed pieces including the Market Guide and the Market CTB assortments catalog; see “CTB (Customized True Blue) Catalog” for more.

Make sure the current Market logo (City; Spring or Fall) is being used.

When Market materials list show floor hours, and dates, times and locations of sessions and events in more than one place, make sure the information is consistent. Make sure information is consistent between separate Market pieces.

Ensure correct and consistent use of **a.m.** and **p.m.** for sessions and events.

Verify the spelling of the names and the professional titles of speakers, titles of seminars and events, and locations.

MARKET GUIDE

The Market Guide includes an extensive Exhibitor List. To streamline the process, review the information in the Excel source document, making any needed edits there. The focus should be on obvious typos and issues such as misspelled company names; no need to verify phone numbers, email addresses or spellings of company reps’ names. The designer will use the edited Excel doc to create an Exhibitor List proof. Once the proof is available, review once again to ensure that nothing has been missed.

MARKET HIGHLIGHTS

This email is created for each Market as a preview of the deals that will be offered at locations including Discount City, Assortment City and New Item Arena. It also includes the show floor hours, the Closeout Corner schedule and a link to the Market page on Netwarehouse. Make sure that numbers (example: “Over 500 top deals up to 50% off”) align with information in other Market materials.



CONTINUED >

COPY EDITOR TIPS

SOCIAL MEDIA

Facebook, Instagram and X (formerly Twitter) use specific sizes for banner photo, profile photo, newsfeed image, event image and instream photo. For the most up-to-date guidelines, see the individual platforms' sites. For videos, pause each frame to ensure there are no typos and that the copy matches the photos. Listen to the audio to make sure it accurately describes the product.

Brand names do not get register marks in videos because they will look too busy.

TV WHOLESALE DEALS PROGRAM

The monthly TV Wholesale Deals book ([month] Retail Event Wholesale Deals Book) has replaced The Advisor and Deals Of The Month brochures. **TV** is a registered trademark, combining the **T** and **V** from the standard True Value logo.

Wholesale Book sections include CTB Assortments, Retail Events, BOMs, Tab Event Circular, Postcard (not in every month's book), End Cap Program, Vendor of the Month and Vendor Spotlight. Products and prices in the BOMs, Tab Event and Postcard sections are reviewed by merch, so there is no need to verify them.

Issues to check for in the BOMs, Tab Event and Postcard sections: misspellings of vendor names, spacing that affects readability/clarity, overlap between item names and page numbers, and missing shopping cart icons. (Every item should have a cart icon, as it allows retailers to link to the product for shopping.) In addition, confirm that the book reflects the correct months, that page numbers in the Contents list are correct, and that sign-up deadlines, order windows and other dates have been updated from the previous month's book.

References to Wholesale Deals in other promotional materials should be consistent in style and language.





COPY STYLE GUIDE