

## Copy Writing Guidelines

TERM	NOTES	REFERENCE
Adapter	<b>DO NOT USE.</b> Say “Fitting” (e.g., -00 Fitting) with initial cap	GR36, GR16 sheet
Allen key locking	Initial cap on “Allen” and no hyphenation	GR36, GR16 sheet
Allen wrench	<b>DO NOT USE.</b> Say “Allen key” or “Allen key locking” instead	GR36, GR16 sheet
bulb	<b>DO NOT USE.</b> Say “lamp” instead	GR36, GR16 sheet
busbar	Typed as one word (no space, no caps)	GR36, GR16 sheet
Figure	<u>In text/cross references:</u> Use bold type, Arial 10. Abbreviate “Fig.” No bold on parentheses. For example: “Turn the Allen key clockwise to tighten ( <b>Fig. 9</b> ).” Don’t separate the abbreviation “Fig” from the number if they wrap at the end of line.  <u>In captions:</u> Use bold type, Arial 9. Spell out “Figure,” followed by period. No punctuation mark at the end (e.g., <b>Figure 7. Canopy</b> )	GR36, GR16 sheet
Fitting	Replacement term for “Adapter” (e.g., -00 Fitting). Initial caps when referring to the specific fitting (part name)	GR36, GR16 sheet
flip the switch on or off	Say “flip” when referring to on/off toggle switches	GR36, GR16 sheet
fully engaged	<b>DO NOT USE.</b> Say “fully seated” instead	GR36, GR16 sheet
fully seated	Say “fully seated” instead of “fully engaged” (e.g., Attach socket end cap to the back of the lamp until it snaps into place and is fully seated)	GR36, GR16 sheet
fuse box	<b>DO NOT USE,</b> outdated. Say instead, “turn off the power.”	GR36, GR16 sheet
GR36 Series	Always put “Series” (initial caps) after the model number. No space between GR 36	GR36, GR16 sheet
<i>Instruction Sheet</i>	Italicize (title of a publication)	GR36, GR16 sheet
lamp-retaining ring	Hyphenate this adjective	GR36, GR16 sheet
Left – Right	Abbreviate and use initial caps, for example: (top L), (bottom R), (L), or (R)	GR36, GR16 sheet
ON – OFF	All caps when referring to ON or OFF position. Lower case when referring to on/off switch	GR36, GR16 sheet <i>Product Catalog</i>
<i>Product Catalog</i>	Italicize (title of publication)	GR36, GR16 sheet
re-lamp	Hyphenate this verb	GR36, GR16 sheet
socket	Say “Quick-Connect” socket, if appropriate	GR36 sheet
turn off the power	Say “turn off ” (not flip) when referring to circuit breaker	GR36, GR16 sheet