

Vuzix Editorial Style Guide

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I. How to use this guide

A. Who should use this guide?

Welcome to the Vuzix Editorial Style Guide. This guide will be your resource for editorial and messaging guidance for customer-facing copy.

This guide is for anyone developing, writing, editing, or reviewing content that will be used to promote Vuzix devices and services. As such, it is primarily intended for content strategists, content marketers, product marketers, industry marketers, demand generation marketers, copywriters, and editors.

While this guide is primarily intended for internal use, it can also be shared with partner agencies for copy creation and editing.

B. Why do we need this guide?

This guide provides a single source of truth for Vuzix style guidelines and best practices. It will show you how to translate marketing principles into customer-facing language that sounds real and authentic. In addition, it will ensure that your users have a cohesive experience with Vuzix product copy, regardless of author or channel.

This guide is a living document, which we will continue to update as we further refine our editorial goals and guidance. If you have suggestions for additions or revisions, please email the marketing manager (adam_gogolski@vuzix.com).

C. How to use the guide

This guide will cover the following topics:

- Vuzix nomenclature
- Digital writing best practices
- Guidelines for inclusivity
- Grammar and usage

First-time readers will benefit from reading the entire guide to familiarize themselves with Vuzix style guidelines. If you're referencing this guide to answer a specific question, see the [table of contents](#) to view which topics are covered in each section.

II. Nomenclature

A. Vuzix term list

When terminology is inconsistent, users might wonder whether different words mean the same thing. The Vuzix term list provides writers and editors with a consistent terminology, bringing cohesion and clarity to the user experience.

We'll first look at the list of Vuzix terms, and then we'll discuss how we talk about our brand attributes.

Term	Usage Notes
AI	Artificial intelligence. No spellout needed.
ANSI Z87.1 standard	Refer to as ANSI Z87.1 safety certification.
AR	Augmented reality. May also be used for assisted reality, but the latter term is less familiar to readers and less SEO-friendly.
case study	Use to refer to a polished piece that highlights Vuzix usage for a given industry/use case. "Client stories" can be used for more short-form content.
client	Preferred term for companies and users who give us business. A customer is transactional, a client is someone you accept a responsibility for.
head-tracking	Hyphenate when it precedes a noun, but not when it appears after a noun.
heads-up displays (HUDs)	Heads-up displays.
heads-up, hands-free	Part of the smart glasses value prop. Hyphenate when it precedes a noun, but not when it appears after a noun.
IoT	Internet of things. IoT, not IOT. Spell out at first mention.
IP67 rated	No hyphen here per industry standard and ease of reading (often stacked with other compound modifiers).
M-Series	In reference to the Vuzix M400 and Vuzix M4000.
MDM	Mobile device management. Spell out at first mention.
microLED	One word. Do not hyphenate.
OEM	Original equipment manufacturer.
OLED	Organic light-emitting diode. No spellout needed.
power bank vs battery	Battery is the preferred choice; use of power bank as a synonym is acceptable.
smart glasses	For readability, never capitalize, either in a general sense or when preceded by product name. Never smart glass.
telemedicine	Do not hyphenate.
UI	User interface.
VR	Virtual reality.
Vuzix device	Use when referring to Vuzix gear in a general sense.
waveguide	Lowercase the "w" in waveguide.
white paper	Two words.

B. Here's how we talk about...

Comfort

To convey a comfortable fit, consider: comfortable, all-day wear, cushioned, ergonomic design, lightweight, relaxed, snug.

Design

To explain design attributes, consider: balanced, light, thin, unobtrusive, user-friendly.

Display

To describe display features, consider: crystal clear, brilliant, see-through, transparent, ultra-bright.

Vuzix

Vuzix is a pioneer, industry leader, innovator. Vuzix provides high-quality, market-leading, standard-setting, world-class solutions.

Waveguide

Our waveguides are: full color, lightweight, and transparent.

Our waveguide technology is: innovative, groundbreaking, proprietary, and revolutionary.

C. Terms to avoid

Vuzix in possessive form

“Vuzix’s” sounds awkward and is confusing to say and read, so try to avoid it when possible.

Instead of “Vuzix’s smart glasses,” try:

- Our smart glasses...
- Vuzix smart glasses...

However, sometimes the possessive form will be unavoidable. When this happens, write *Vuzix’* instead of *Vuzix’s*.

Categorical statements

Categorical statements can be legally problematic, so make sure you can prove all the claims that you write. Fact-check before using these terms: Highest, best, fastest, clearest, sharpest, maximum.

D. Safe and provable claims

Last updated: November 5, 2021

The following claims are either proven to be true, or subjective enough to be permissible in marketing materials without concrete proof.

Safe claims

- Vuzix is an industry leader/leading developer/pioneer in AR technology
- Vuzix is one of the largest suppliers of smart glasses in the world
- Vuzix waveguides lead the market
- Vuzix is at the forefront of the smart glasses industry
- Our world-class research and development have resulted in market-leading waveguide optic technology
- We create market-leading technology and high-quality products
- Our smart glasses are the most comfortable on the market
- A world leader in waveguide optical technology
- 25 years of experience and innovation

Provable claims

- M4000 Longevity Series viewer is lighter than a deck of cards (3.5 oz)
- Vuzix smart glasses let you hot swap batteries on the fly with zero interruption
- Blade smart glasses are the first smart glasses to fully serve both consumers and enterprise
- Vuzix microLED projection display engine is the tiniest microLED projector
- Our Vuzix display engine is the most advanced on the market today
- Our Smart Swim glasses are the only solution that fits all swimming goggles

III. Writing for the web

A. Things to consider before you write

Great content starts with a plan. Before you begin writing, ask yourself these questions:

Who is your audience? Defining your audience will help refine your content strategy. This is the first step in identifying common ground between what you want to say and what users are interested in hearing.

What does your audience want to accomplish? Are they healthcare practitioners looking for telemedicine solutions? Are they enterprise buyers looking for teleconferencing platforms? Understanding what your readers are expecting to find will help you satisfy their needs.

B. Writing compelling digital content

Put users first

Users come first, not the device or service. Shift your primary focus from Vuzix to users and what they care about or need to know. Imagine yourself as the user when writing. Is what you're writing helpful, engaging, and clear? Or distracting, irrelevant, and vague?

Frontload important information

Front-load key content, which means putting the most important information at the beginning of your sentences. This helps users more easily scan the page and find what they're looking for.

Use simple sentences

Don't try to cover too much in a single sentence. Make your sentences easier to read by splitting them up. Varied sentence length will make for a more enjoyable reading experience.

Use plain language

Use plain, simple language instead of marketing buzzwords or technical jargon.

Make your content scannable

Most users tend to skim text in an F-shaped pattern: they'll read the headline, a subhead or two, and then quickly scan down the page to pick out the points that interest them. To ensure that readers can easily find the information they need, you can:

- **Create a hierarchy** of information with headings and sub-heads
- **Put crucial words** at the start and ends of sentences, since that's what people most easily recall
- **Break up large paragraphs** and sentences into smaller, more digestible blocks
- **Use bullets, lists, and bolded words** to give readers multiple entry points onto the page

IV. Diversity and inclusion

A. Be global

It's important to write for readers around the world, since Vuzix is a worldwide brand with global reach.

Here are some tips for success when writing for global users:

- Write copy that is simple, concise, and easy to understand.
- Keep the diversity of users in mind for your word choice.
- Avoid regional sayings and idioms.
- Avoid generalizations about people, cultures, or locations. Make sure any references to specific cultural practices, celebrations, or customs are localized and appear in an appropriate context.

B. Be inclusive

Make sure your writing is inclusive of every type of person. Your language should be gender neutral, race neutral, and age neutral so that no one feels excluded or harmed by discriminatory language.

To ensure your writing is inclusive, you can:

- Use language that is appropriately broad for the category you want to reference — for example, don't refer to "men" or "mankind" when you are talking about all humans.
- Avoid using gender-specific pronouns (he/him/his and she/her/hers) to refer to unknown persons. Gender-neutral pronouns (they/their/theirs) are acceptable when referring to one person or to multiple people in general.

C. Be accessible

Accessibility means ensuring all those people can easily understand and use Vuzix devices, and making sure you don't put up unnecessary barriers for them.

Users who are vision impaired often use a screen reader to read on-screen text, UI elements, and alternative text aloud. Follow these tips to write UI copy that is accessible and effective for these users.

- **Structure your content.** Organize information from top to bottom and left to right, as this is how the text will be read by a screen reader. For example, place guidelines before fields (rather than after them) so that screen reader users will hear the information before filling out the field.
- **Be clear rather than clever.** This is a good practice in general, but it's crucial for accessibility. Users may miss your meaning if they cannot rely on visible cues for context.
- **Be concise.** This is another principle that helps all your users, but it's especially important for vision-impaired users so that they don't have to listen through long, wordy descriptions.

V. Grammar and usage

A. Acronyms

Spell these out

Spell out at first body copy mention on each page, followed by the acronym in parentheses. Then, use the acronym going forward. Try not to spell these out in headlines/subheads due to the amount of space they take up; first body copy mention underneath the header is preferred.

- AR = augmented reality
- HUDs = heads-up displays
- IoT = Internet of things
- MDM = mobile device management
- UI = user interface
- XR = extended reality

Keep these abbreviated

No need to spell out the following acronyms, which are common usage and more familiar in their abbreviated form:

- AI = artificial intelligence
- OLED = organic light-emitting diode
- OEM = original equipment manufacturer
- VR = virtual reality

B. Articles

For optimal readability, it's better to minimize the use of articles before product names.

- **Do:** Vuzix M400 smart glasses are incredibly lightweight.
- **Don't:** The Vuzix M400 smart glasses are incredibly lightweight.

This applies to Vuzix Shield, Vuzix Blade and all other products.

C. Calls to Action

- CTAs take all caps, no caret
- All CTAs start with a verb
- CTA examples:
 - SEE VUZIX FOR [industry/use case]
 - DISCOVER THE M400/etc. = product CTA
 - VIEW BLOG POST / ARTICLE / WHITE PAPER = resource CTA
 - VIEW ALL = final CTA for index pages (such as main blog or accessories page)

D. Capitalization

- Aside from web copy, use title case for H1s & H2s
- Lowercase “smart glasses” in all cases
 - “Vuzix smart glasses” = correct
 - “Vuzix M400 smart glasses” = correct
- Lowercase the “w” in waveguide.
- Use sentence case (capitalizing only the first word and proper nouns) for sentence-length copy.

E. Parallel construction

When writing a series of bullets, subheads, or phrases, make sure they’re all serving a similar function. I.e., if one of your bullets is a verb phrase, all your bullets should begin with a verb.

Example:

- ✓ Accelerate production timeframes
- ✓ Reduce downtime, increase efficiencies
- ✓ Develop state-of-the-art products
- ✓ Leverage our ISO 9001 certified facility

F. Punctuation

Commas

Use the serial comma (or Oxford comma) to separate the “and” or “or” that comes between the final two items in a list. For example, “research, development, and production of AR smart glasses.”

Conjunctions

Try to avoid conjunctions when possible. No more than one per sentence.

*Vuzix provides safety **and** comfort, **and** allows for optimal versatility.* = Hard to read.

Rewrite as: *Vuzix provides safety and comfort. Our products allow for optimal versatility.*

Contractions

Use sparingly, but enough that writing doesn’t feel overly formal (wouldn’t “does not” make this sentence appear less accessible and friendly?).

Dashes and hyphens

Use **hyphens** to connect compound words and prefixes. Use **em dashes** for emphasis, to replace parentheses, colons, and commas. Use an open space before and after. Use **en dashes** between ranges of dates and times.

- “Head-tracking” when it appears before the noun. No hyphen when following a noun or used as verb.
- “Hot-swappable” when it appears before the noun. No hyphen when following a noun.
- ISO 9001 certified = no hyphen for readability.
- IP67 rated = no hyphen for readability.

Exclamation points

Use sparingly, for emphasis. Too much can feel overly familiar or unprofessional. But used effectively, exclamation points can convey warmth and genuine excitement.

Here’s an example of an appropriate time to use an exclamation point: “Our smart glasses are the most comfortable on the market — but don’t just take our word for it! Try them on and see for yourself.”

Spacing

Use closed spacing around slashes. Em dashes take open spacing before and after. Use open spacing for “smart glasses” and “white paper.”

G. Subject/verb agreement

- Glasses = a plural word
- “Smart glasses” = always plural
- “M400” or “M4000” = always singular when on its own

H. Trademark symbols

At first/most prominent mention on the page, or the first mention in the text body if it would cause problems in a title or header, use the registered trademark symbol for the following terms:

- Vuzix® smart glasses
- Vuzix Blade® smart glasses
- Vuzix Blade® upgraded smart glasses
- Smart Swim®

Note: the circle R symbol should be as close to the registered trademark as possible (e.g., no space between Vuzix and the “®” symbol. Additionally, each use of the trademarked terms or phrases above are best used as adjectives, not as nouns or verbs. This rule also extends to use of these terms when using them in the plural form. For example, “Vuzix Blade® smart glasses” is a proper usage while “Vuzix Blades” are not. Additionally, when referring to any of the products covered by the trademarked terms

or phrases above, use the entire trademark, e.g., you should not use the term “Blades” at any point as an abbreviation. Instead use “Vuzix Blade® smart glasses.”

For unregistered trademarks, i.e., brands that are not currently registered with at least one trademark office, you should not use the circle R symbol. Instead at the first/most prominent mention on the page, or the first mention in the text body if it would cause problems in a title or header, use the common law trademark symbol “TM” in superscript immediately following the term. For example, the following terms are not currently registered as trademarks but are used like trademarks and should include the superscript “TM” symbol:

- Vuzix Shield™ smart glasses
- Vuzix Blade 2™ smart glasses
- Vuzix M400™ smart glasses
- Vuzix M400C™ smart glasses
- Vuzix M4000™ smart glasses
- Vuzix M300™ smart glasses
- Vuzix M300XL™ smart glasses

Note: the term “M-series” does not function as a trademark and instead refers to several categories of marks related to the products/brands above. Therefore, it is not necessary to use the “TM” superscript symbol after use of “M-Series.”

I. Further Product Naming Conventions

M-Series

- This term is not a registered trademark.
- Use a hyphen.
- Use of Vuzix before M-Series not required.
- Use of “M-Series smart glasses” preferred.

M400, M4000

- When possible, include the Vuzix brand name with specific product names, i.e., Vuzix M400 smart glasses.
- Where possible, avoid using articles in connection with M-series products. “Vuzix M400 products have the...” is preferable to “The Vuzix M400 products have the...”
- Where possible, include “smart glasses” after the product name as this is good practice for SEO, however it is also acceptable to use “Vuzix M400 products” or “Vuzix M4000 devices.”
- Avoid pluralizing as M400s and M4000s, instead say “Vuzix M400 smart glasses”

J. Units

- To save space, degree symbol instead of “degree”: 28° and 40°
- No period after oz
- Open spacing between number and unit
- Closed spacing around slashes