

HOW WE SPEAK

OUR STYLE

In an effort to reinforce our brand voice, we also prefer what we feel is a more up-to-date approach to punctuation. No, that doesn't mean you'll never see an Oxford comma, but you will see your favorite dots and dashes used a little differently from time to time. Here are a few guidelines you can apply to your own daily communication:

- We know you may be accustomed to leaving two spaces after every period, but that rule went out the window when we all stopped using typewriters (true story). In all communication, please use just one space after each period.
- In all but media-related occurrences (e.g. press releases, news stories), we favor the use of single quotes over double quotes. Primarily a stylistic choice, single quotes also provide surrounding words a little room to move.
- While we do love spending time with our friends the comma and the semicolon, no party is complete without the hyphen, the dash, the ellipses, and the parentheses. These unique characters add a bit of flavor to the conversation by highlighting important details or delivering emphasis.
- Finally, when communicating bottom line information, we try to avoid clutter. So, while we love all of the marks listed previously, things like dates, phone numbers, and web addresses are 'restricted access'. Take a look:
 - 1/5/2015 – Forward slashes are used to communicate dates in a MM/DD/YYYY format. Zeroes are not needed for single-digit months or days. Also, if communicating the month and day using a combination of words and numbers (i.e. January 5), please make sure suffixes – 'st', 'nd', 'rd', and 'th' – are not invited.
 - 866.961.9529 – Phone numbers should feature only periods. Period.
 - fortegra.com – Our web address should be communicated in lower case and doesn't require the use of 'www' (everyone knows where to find a website now, right?).