

NYM

STYLE GUIDE

Hard rules:

The Nym core team are custodians. There is no ‘we’ or ‘us’ – just Nym!

- e.g. Nym CEO, not ‘our CEO’. Nym event, not ‘our event’.

British English only

- Nym is headquartered in Europe, not the USA

Metric system always

Useful resources:

[Oxford English Dictionary](#)

Tone of voice doc [\[link\]](#)

Content strategy guide

Nym Technologies → The company

Nym → The mixnet project specifically, or shorthand for the company if previously spelt out in full

NYM → The token

Nyx → The blockchain

NYX → The blockchain governance token

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Punctuation

Colons

In titles, the first word that follows a colon is capitalised.

e.g. Explaining colons: In titles

In the body of the text, the first word is always lower case, unless it's a proper noun

e.g. Explaining titles in the body of the text: always lower case the first word afterwards.

Dashes

Dashes can be a useful alternative to commas – for emphasis and drama – and to break up a sentence. Use sparingly, because they tend to be confusing if a paragraph is flooded with them. We use the **en-dash**. This is standard for British English. The difference is in a few pixels and spacing and looks like this:

e.g. The en-dash – that is to say, the dash we use – must have spaces around it, and is shorter than the em dash (—) and longer than a hyphen (-).

Exclamation points!

Use sparingly – really when something is extra noteworthy or an important call to action, otherwise it just looks like you're shouting!

Hyphens

A hyphen is used to join words together – compound adjectives – in order to amend the meaning of a third word. Hyphens help to provide clarity and avoid ambiguity.

The Guardian has a [couple of great examples](#) where distinguishing with a hyphen is necessary:

“black-cab drivers come under attack” versus “black cab-drivers come under attack”.

In the first example, the hyphen makes clear that drivers of black cabs are under attack, whereas the second shows that drivers of cabs, who are black, have come under attack.

Likewise, an ill-prepared report (rather than an ill, prepared report)

This hyphen distinction means that the report was ill prepared. Rather than that the report was both sick yet prepared as in the second sentence.

No need to hyphenate when the preceding word ends in 'ly'

e.g., “the recently-updated style guide” is a **no**.

Oxford commas

Use them when necessary. An Oxford comma – basically, a comma following an 'and' – helps provide legibility, clarity, and looks nice.

Quotation marks

In headlines, single quotation marks, e.g.: Nym CEO: ‘The internet is broken.’

In the body: all punctuation goes **inside** quotation marks.

And use full quotation marks for direct quotes.

e.g. “The internet is broken,” Nym said.

Nym: “The internet is broken.”

Acronyms

If using an uncommon acronym or where there might be uncertainty for the reader, spell everything out first and then put the acronym in parentheses.

For example, Britain’s Online Safety Bill (OSB).

Then you can refer to it in the rest of the text as OSB.

But apply common sense: readers will likely know what 10GB is in the context of a download, so don’t bother to spell that out first.

Likewise, the UN, GCHQ, or the NSA etc.

Banned words

We should take care not to use the following words in copy unless absolutely necessary. The biggest offenders will be listed here, but in short, these are words that are either vague beyond meaning, jargonified filler words, or cliches.

In general, avoid hackneyed expressions, especially where they introduce confusion or a simpler word would do the job better.

Exciting

Let’s excite the reader with copy rather than instructing them to be excited.

Hiding

When referring to what the mixnet does. It obfuscates traffic, it cloaks traffic, it covers traffic, but we have nothing to hide...

Leading

Too often a stand-in word. Let’s be *precise and fact-based*.

Paradigm

Jargon

Revolution/revolutionary

Unless: we are talking about an actual political revolution (or an object that’s revolving) or if something genuinely really will be revolutionary to an existing model.

i.e. a new feature isn’t revolutionary. Replacing the entire surveillance system of the internet is.

Veteran

Unless it is about a military veteran. Say expert instead.

Dates and times

As a general rule, always be specific with dates and times – so Shipyard Academy doesn't launch 'next Tuesday' but on [date].

Dates

Standard is always the UK style: dd / mm / yyyy

e.g. 01 February 2024 or 01/02/2024

Decades

Are in numeral with an apostrophe.

e.g. the '80s, the '90s, the '00s, the '10s

Farther back in time, include the century

e.g., the Paris Commune occurred in the 1870s

Time

Standardise on UTC, always.

Standard is 24hr clock

e.g., 11:30, 17:00

When including time zones, list them right afterwards:

e.g., 11:30 CET

Numbers

In **titles**, use numerals for everything from 0 to 999,999. Millions or billions can be abbreviated like 1m for 1 million, 2bn for 2 billion etc but when you hit trillions, spell out trillion.

In the **article text**, zero to nine are spelled out, 10 and upwards are numerals. Millions or billions can be abbreviated like 1m for 1 million, 2bn for 2 billion etc but when you hit trillions, spell out trillion.

If the number is extremely long with many decimals, you can round up to two decimal places.

Abbreviate **units of measurement** like 1cm 1km etc

Never start a sentence with a numeral. It looks ugly, is confusing, and doesn't scan.

e.g.,

NO: 10,000 new Nym subscriptions.

YES: Ten thousand new Nym subscriptions.

Places

Be specific but use common sense; in the first instance, write both the town/city and the country, especially when the reader might not know where it is. e.g. Mostar, Bosnia and Herzegovina

For some of the big metropolises/megacities, you can safely assume prior knowledge e.g., Tokyo, Moscow, Paris, Mexico City

The exception is if there are multiple cities with the same name, in which case, write the country too e.g., Birmingham, United Kingdom (or Birmingham, Alabama)

Spelling

A

a16z

all lower case

America

never say this when you're referring to the USA alone. The Americas are a huge landmass, not just the USA.

and

spell it out rather than '&' - exception is in titles if you're low on space

B

blockchain

lower case b

Bluetooth

capital B

C

chain

as in chain-agnostic, lower case c

community

community empowerment, not community engagement

companies

Are always singular i.e. it not they.

E.g.,

Worldcoin announced *it* would usher in a dystopian new reality.

cybersecurity

One word

Cypherpunk

one word

D

E

ebook

one word

ecash

one word

email

one word

EU

not E.U.

F

G

H

Incentivised

with an s, not a z

internet

lower case

job titles

lower case these unless they're partners or Nym core team
i.e. vice president of Worldcoin
but Chief Science Officer at Nym

K**L****LatAm**

Not LATAM or Latam.

Layer 0, Layer 1, Layer 2 etc.,

spell it out the first time, capital letter. Can be abbreviated to L0, L1, L2 afterwards.

licence

licence is the noun: e.g., my drivers' licence

license

license is the verb: e.g., a licensed bar

M**metadata**

one word

mixFetch

lower case m, capital F

mixnet

lower case

mix nodes

lower case, two words. Not 'Mix nodes' not mix-nodes, not Mix-Nodes, not Mix Nodes.

N**Names**

people will forgive you for most things, but not messing up their names, especially in a published article. Double, triple, quadruple check names!

node operator

lower case, two words. Do not say node runner.

Nym

The company and core team. Upper case.

nym

The verb. To nymify something, for example. "Did you nym that?"

NymConnect

One word, uppercase N and uppercase C

Nym mixnet

Upper-case Nym, lower-case mixnet.

ALWAYS the mixnet, NEVER the Nym network

Nyx

Capital N.

O

Outfox

one word, capital O

P

plugin

one word

project Smoosh

Only capitalise the S. Write ‘project Smoosh’ in the first instance, but feel free to write just Smoosh afterwards.

pronouns

See companies again – singular

For people, always check preferred pronouns

proof of stake

lower case

proof of work

lower case

Q

R

S

scaleup

one word

SOCKS5

One word, uppercase everything, no space between the S and the 5.

Speedy mode

not speed mode. capital S

Sphinx

uppercase S

startup
one word

T

Tor
Not TOR, not tor

U

USA
Not America, not North America.

V

W

Wi-Fi
exactly like that, not wifi or WiFi

World Wide Web
spelled out, capped up - abbreviated, simply, 'web'

X

Y

Z

zk-nym, zk-nyms

Always lower case in a sentence, like zk-nym (singular) or zk-nyms (plural) except right at the start of a sentence, in which case. Zk-nym.

Web 2.0

Two words

Web3

One word

whistleblower

One word