

Uniqode Style Guide

Last updated: Oct 24, 2025 4:00 PM GMT+5:30

Welcome

This is the condensed version of the **Uniqode Style Guide**. You can find the complete version [here](#).

Note: This guide isn't meant to encroach on your creativity but to serve as a reference so that our brand voice remains consistent.

This is a dynamic document, so please check this (especially the checklist) after you finish the first draft.

Got questions? Ask Debayan at debayan.p@uniqode.com or ping on Slack

Writing Style Guide Checklist

Use this checklist as a go-to and most frequent reference to the condensed style guide:

P.S: Stars signify the points that apply to product copy on the website.

- ☐ I have written for the reader ([learn more here](#)). My writing serves to:
 - ☐ Solve problems
 - ☐ Educate, inspire, and empower readers
 - ☐ Used Uniqode as a genuine solution to solve their problems
- ☐ I have written in **US English**. (Learn more [here](#).) **My Grammarly account is set to American English** 🌟

- ☐ I have not used product abbreviations meant for internal use in website copy 🌟
 - ☐ I have used the correct style of writing “QR Codes” 🌟
 - ☐ I have written the SEO titles in Title Case and within 60 characters
 - ☐ I have used Title Case for H1 (blog posts/landing pages and first title of hybrid landing pages) and sentence case for H2 and subsequent headings (Use this [tool](#) to check capitalization) for all applications 🌟
 - ☐ **I have kept the CTA used on the website in sentence case.**
 - ☐ I have not written a generic and summarizing introduction (learn more about writing a good intro from this [link](#))
 - ☐ The keyword(s) appears organically in the first 100–150 words of articles. **I DID NOT STUFF KEYWORDS!**
 - ☐ I have used active voice in my writings 🌟
 - ☐ I have written keeping Uniqode’s TOV in mind—honest, confident, non-academic, explanatory, and customer-centric ([link](#)) 🌟
 - ☐ I have referred to the product positioning section below before writing about the product 🌟
 - ☐ I have maintained the integrity of style while writing on-screen navigational instructions (buttons, options to click) from the Uniqode website and dashboard 🌟
 - ☐ I have used inclusive language (learn more [here](#)). To my knowledge, I have avoided **ableist, sexist, ageist, and violent** terms, and stereotypes or biases 🌟
 - ☐ I have made the content skimmable and fluff-free
 - ☐ I have followed the **AP Style Guide** in case of doubts about grammar rules ([link](#)) 🌟
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Writing styles

We expect **every stakeholder** to note and adhere to these style guidelines while writing any user-facing copy/content for Uniqode:

What	How	Exception
Brand address	In websites, blogs, and social media copies, always refer to Uniqode as “we/us/our.” Use the same perspective when referring to Uniqode in FAQs.	
Point of view (PoV)	In any text, always address the potential reader as “you” instead of their industry, jobs, and other related factors.	Here’s an example of how the “you” point of view is used to make the text inviting, personal, and inspirational
English convention	Always write in American English for all user-facing texts at Uniqode. Learn more here .	
Titles	Every page's first title (H1)—landing pages, blogs, case studies, reports, guides, etc.—is always in the title case. ✔ This Is the Title Case. ✗ This is not a sentence case.	Sentence case is when you only capitalize the first word and proper nouns

Headlines and subheads	All headlines (from H2 onwards) take sentence cases on every page—landing page, blogs, case studies, reports, guides, etc.; learn more here. ✓ This is a sentence case. ✗ This Is Not a Sentence Case.	What to capitalize in titles: First word, last word, verb, pronouns, pronoun, adjective, nouns, adverbs, some conjunctions, words more than three letters long What not to capitalize in titles: a, an, and, at, but, by, for, in, nor, of, on, or, so, the, to, up, yet <i>*Capitation depends on how they function in the title</i> <i>* Is, are, was, be maybe short but are capitalized since they're verbs</i>
Calls to action (CTAs)	CTAs on the website should be in sentence case. ✓ This is a sentence case. ✗ This Is Not a Sentence Case.	Sentence case is when you only capitalize the first word and proper nouns
Sentences	Aim for a mix of short, crisp, and long sentences (not over 15–20 words). Try to keep the starting line of any copy sharp and crisp. Write in an active voice. Avoid monotonous sentence construction. Ensure every single sentence conveys a novel topic. Learn more here.	If a long sentence is needed, punctuate it adequately.

Numbers	Spell out numbers from one to nine. From 10 onwards, use numerals. Always spell numbers—even if it’s over 10—while starting a sentence When using numbers in titles or places with space–crunch, use numerals. Write numerals for dimensions within the thousand threshold (e.g., 1,000; 100,000; 999,999). Use a comma after every three digits. For approximate numbers, post the thousand threshold, use “million” or “billion” as a suffix (e.g., 5 million scans; 1 billion clicks). For specific numbers, use full numeric. Use abbreviations such as “M” for millions and “B” for billions in space–crunched areas. Learn more about numbers here.	
Periods (full stops)	Titles, headlines, and subheads in blogs never take a period at the end. For all other uses, use period as per general conventions. Learn more here.	In bullets and numbered lists, if sentences are short and not full, avoid periods.
Commas	Use the Oxford comma. For more information, refer to the comma section of the style guide.	
Ampersand (&)	Ampersand (&) is only allowed in titles, headlines, subheads, and tables; in short, it is allowed wherever there is a space crunch. Do not use the ampersand in the body copy. Learn more here.	Use ampersands in h2 only for space–crunched copies, landing pages, and web copies.

Capitalization	• Capitalize the first letter after periods and colon. • Only capitalize the first letter after the em-dash and semicolon if the sentence is independent. • Capitalize the initials of branded terms (Refer: Special Word Usage). Learn more here.	
Writing about on-screen elements	Always maintain the style and terminological consistency of website and dashboard elements while referring to them in your copy. If it is written as “NEXT STEP” in uppercase on the website/dashboard, use the same style and casing to refer to it in your copy. Use bold text instead of double quotation marks to highlight key actions or words in a step-by-step instruction. For example, select QR Code instead of “QR Code.”	
Voice	Always aim to write in an active voice. Identify “be+verb” to trace passive voice and make them active (subject+verb+object).	Use passive voice judiciously, such as when you want to highlight the object of the sentence.
Speech/quotes	We use direct speech (quote the speaker) in most cases. Use indirect speech (explain the quote in your language) for variation purposes only. Learn more here.	
Special word usage	Certain branded and non-branded words have particular guidelines and may differ from general grammar conventions. Refer to the Special Word Usage section of the <i>Uniqode Style Guide</i>.	



Our voice and tone

Our tone of voice is a roadmap for the language and messaging that define Uniqode. It sets the tone for every interaction and ensures a consistent, authentic, relatable voice that resonates with our audience.



Core verbal aspirations

Core verbal aspirations guide our verbal identity. These aspirations are to Uniqode's content what morality is to humans. We abide by them in every single word we write.

 Aspirations	 Explanation
 Clarity	Everything we do is with understanding in mind. In a space that can feel filled with jargon, we aim to be a brand people can understand . We make the complex clear at every turn.
 Advocacy	We're passionate about what we're building and believe in the power of our product and what it can do for businesses . So, we ensure this belief comes through in our expression and actions.
 Guidance	We partner with ambitious businesses to help them navigate the world of QR while feeling supported, safe, and secure . We act as a guide that helps them move forward with confidence.
 Inspiration	We see a bright future for QR Code technology and connecting the physical and digital worlds. It's our responsibility to help others see the possibilities and feel motivated to pursue them, too .



Dos & don'ts

Keep these dos and dons when you write and create content for Uniqode:

Do:

Lean on the inspirational tools at our disposal — our brand idea, brand muse, and stitching motif.

Find moments for our passion to come through because it's easy to slip back into transactional language that lacks feeling and excitement and fails to inspire.

Use this voice guidance as a starting point. Each writer will bring their own spin to what they create, but the guidance ensures the consistency that keeps us sounding like Uniqode.

Dont:

Let these tools (or any other) overwhelm or distort what we're saying. Clarity comes first.

Overdo it. Yes, we believe in what we do and want to advocate for it in a way that excites — but within reason. Use your best judgment. Don't use exclamation points.

Feel bound to every single principle and tactic every single time you sit down to write something. They are flexible by nature. Sometimes one might be more relevant than another.



Our tone-of-voice

Three tone-of-voice principles bring Uniqode to life throughout the written content. These principles shape the tone of Uniqode voice. To the world, we're what our tone of voice is:



Inviting, not 🙅 pushy

✅ What it is	❌ What it is not
We're considerate and patient as we help onboard people through their QR journey. We warmly welcome people at all levels and always work to make them feel supported and safe.	We don't overload with information or our own opinion or agenda. Your journey and your plans are your own. We set you up for your own success.
😊 On-brand example (inviting)	😡 Off-brand example (pushy)

Welcome to the world of QR Codes. Try this free demo to get up to speed.	Start a demo now to learn how QR Codes can drive engagement with your customer base and accurately measure the ROI across physical marketing channels today.
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Tactics to capture the *inviting* tone (and examples)

Some ways to capture this tone. See the examples that sound inviting:

 Tactics	 Examples in this tone
1. Be concise, clear, and use to-the-point language that helps people feel safe and confidently move from one place to the next. 2. Use warm language that makes everyone feel welcome as they navigate this new world. 3. Be supportive; congratulate people on progress and wins so customers can feel confident and happy.	1. One and done. Congratulations on making your first code. 2. Measure it all so you can manage it all. 3. One kind of code, so many solutions. Say hello to the very big world of QR. 4. We play nice with all CRMs, chatbots, and scheduling tools so you can connect them all.

Practical, not technical

 What it is	 What it is not
We speak in real-world terms and focus on everyday applications. We are hands-on and highly pragmatic with our claims and expectations because we're here to support your plans and your moves.	Knowing our audience is often busy and wants to understand the big picture; we stay away from technical terms and complex language that are more confusing than they are helpful.
 On-brand eg. (practical)	 Off-brand eg. (technical)
Go paperless and stay dynamic with Uniqode's one-stop solution for your restaurant.	Multi-level access management that's SOC-2 compliant, now with the Uniqode shield.

Tactics to capture the *practical* tone (& examples)

Some ways to capture this tone. See the examples that sound practical:

 Tactics	!/? Examples in this tone
1. Use language that everyone will recognize, avoiding jargon that the average person won't have heard before or terms that feel too techy. 2. Use short sentences to explain complex ideas. We want to keep a copy from feeling overwhelming. (QR stands for quick response, so people should get what we mean: fast.) 3. Focus on discussing the everyday ways that QR Codes can impact and improve businesses and their goals.	1. Go paperless. Stay dynamic. 2. See around this corner, and the next one, with Uniqode. 3. Whenever they stroll, wherever they scroll, connect it all. 4. Workflows that work for you.

Passionate, not dogmatic

✓ What it is	✗ What it is not
Our vision for the future is clear: a more connected world. And we're enthusiastic and optimistic about making it come true. We champion the medium and our customers to ensure it does.	No one's future is written in stone, and we know there's more than one way for you to get to where you want to go, so our passion is an open one that doesn't dictate one way forward but celebrates all ways.
 On-brand, eg. (passionate)	 Off-brand, eg. (dogmatic)
Open your camera and connect to a whole new world.	QR Codes. The only way to future-proof your business.

Tactics to capture the *passionate* tone (& examples)

Some ways to capture this tone. See the examples that sound inviting:

 Tactics	!? Examples in this tone
1. Use visually evocative language that paints an inspiring picture in people's minds. 2. Speak to our hopes and dreams for the future of the industry and our place in it. 3. Use celebratory language to show our excitement and passion for QR Codes and the work they help our customers do.	1. IRL to URL and back again effortlessly. 2. So much more than a dinner menu. 3. Quick response for fast times.



Product positioning (core product messaging)

Product positioning means how we want people to see, understand, and experience our products.

The following are the cream-de-la-cream of our offering—our core product positioning. We expect our content creators to carefully align the messaging with their content per the core positioning mentioned in the table:

Product	Slogan	Positioning statement
QR Codes	Secured, integrated, collaborative, and built for scale.	For businesses who want higher engagement at offline customer touchpoints, Uniqode is a QR Code management solution to deploy high-converting QR Codes at any scale. Unlike Flowcode, QR Tiger, QR Code Generator, and other QR Code tools, Uniqode is the only solution to tackle large-scale use cases with best-in-class security, integrations, open API, inter/intra-organization collaboration, and human-centric customer support.

Digital business cards (non-branded term)	No app needed, shared via Google and Apple Wallet.	For businesses that want to measure their networking, Uniqode is a digital business card solution providing centrally manageable, measurable, scalable digital business cards. Unlike competitors such as HiHello, Blinq, Popl, etc., we are a security-first digital business card solution that supports Google/Apple Wallet and does not require any separate app , making distribution to employees easy and providing a smooth and simple card-sharing flow on the ground.
Link-in-bio	Pending	Pending

For more segmented product messaging and problem-solution guides, visit these links:

- [QR Codes](#)
- [Digital business cards](#)

Glossary of branded & special terms

Certain terms and phrases may be branded or adopted in the context of Uniqode's products and services, and they may also have other practical uses.

Ensure to use the terms (in style and context) as they're mentioned in the table. This is a dynamic section. Keep checking for updates.

Here is the [list of terms](#).



Writing for the people

Uniqode products' copy must reflect the global standards for inclusivity that value all, and readers from all walks of life can feel included. These guidelines (learn more [here](#)) are designed to ensure that the copy includes everyone:

Guidelines	Explanation
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Write in a people-first language 🧡	Consider your potential audience when you write something and try to imagine your topic from their perspective. For example, will everyone understand the words and phrases used? As a benchmark, we consider plain language at a United States grade 8 reading level, which is how we want to communicate. Grade reading levels can be checked using apps like http://www.hemingwayapp.com/ or https://readable.com/. List of people-first terms (PDF). Information on writing about people with disabilities.
Be gender-inclusive 🏳️‍🌈	Replace inherently sexist terms such as “manpower,” “mankind,” “chairman,” “manned,” etc., with gender-neutral equivalents such as “workforce,” “humankind,” “chairperson,” and “manual,” respectively, whenever, wherever applicable. But always use the preferred pronoun of an individual if you know it. YES: Users can request their demo using our email. NO: Users can request his or her demo using our email. We follow the United Nation’s standards of gender-inclusive language.
Avoid violent, oppressive, ableist, and ageist terms 😬	In general, avoid describing software or hardware using human or biological attributes, such as ‘kill’ and ‘hang,’ which are associated with violence; terms such as ‘master’ and ‘slave’ that represent an oppressive human relation; terms such as ‘sanity-check,’ which functionalizes mental health, and so on. Doing so can lead to unintended, hurtful implications. We follow the American Psychological Association’s (APA) guidelines on inclusive language.
Don’t use color to convey positive or negative qualities 🎨	Avoid using colors as metaphors to represent wider concepts. Don’t assign good and bad values to colors (for example, blacklist, white-hat hacker, or red team hacker). Hues should only be used to describe genuine colors (for example, advice on marketing).
Skip the idioms and colloquial expressions 😊	Common phrases such as “fall through the cracks,” “on the same page,” and “backseat driver” can add flavor to writing, but they can also be challenging to grasp for newcomers or diverse readers.

	Refer to the plain-language guide for information.
Be contextual 😊	Certain words have a bad connotation that you should avoid, but they may be appropriate in other situations. For instance, it is incorrect to use “mute” to refer to a non-speaking individual . Still, it is acceptable to refer to silencing a gadget or stopping notifications on your device. When deciding on words, keep the context in mind.
Avoid stereotypes and biases 😞	<i>Bias</i> is a proclivity to think and act in favorable (or unfavorable) ways to specific people or groups. Be careful of how Uniqode content may unintentionally promote biases, and seek to avoid them.

Grammar and mechanics

Basics:

- Avoid complicated and complex sentences.
- Accept Grammarly suggestions (and Uniqode Style Guide suggestions) carefully.
- Keep your posts reader-friendly in terms of structure. People skim most of the time (make them skim-able).
- Maintain the **internal logic**. One guiding principle (topic intent, business goals) should flow throughout the content without diverting to unrelated things.
- Consider the hierarchy of information: **focus on the core message first**, followed by associated help coming later.
- Be as specific and contextual as possible. At the same time, **choose quality over brevity**.
- Skip the over-explaining fluff to reach the main point. Don't lead readers via text to come to the main element. **A direct address is always better**. If the explanation is required, be as clear and short as possible.
- When in doubt, follow the **AP Style Guide** for all grammar rules.

- For A-Z grammar and mechanics rules, [visit here](#).

Basics of mechanics

Visit the [A to Z of Grammar and Mechanics](#)

[Editing checklist](#)