



Sex Coach U Style Guide for Written Communication

This style guide lays out our editorial preferences and will help all of our company writing be consistent in terms of style, grammar, and spelling. This document will continue to be updated and added to ongoingly.

Sex Coach U	The name of the company is always written as three separate words with spaces in between. And the name is "Sex Coach U," never "Sex Coach University."
SCU	The acronym of our company name may be used after the first reference is spelled out and the acronym put in parentheses, like this: Sex Coach U (SCU) .
Dashes	Use the "em dash" with no spaces on either side— like this . You can find the "em dash" in Google Drive by selecting Insert/Special Characters and then enter "em" in the search bar. You want the first symbol that pops up.
American spelling	Sex Coach U is based in the United States, so we use the American spelling of words, such as color , recognize , practice , etc.
Quotation marks	Please use double quotation marks, except where you need to set off a word or phrase in a quote that is already bracketed by double quotation marks; in this case, use single quotation marks. Also American usage dictates both sets of quotation marks should be at the top, like this: "quotation marks"
Serial comma	Always use the Oxford comma in serial lists of "ands" or "ors," like this: " apples, oranges, and bananas " or " apples, oranges, or bananas ."
Ending punctuation	Put ending punctuation inside quotation marks, like this: " bananas. " The only exception is when the quoted text appears before a colon, then it goes before the colon, like this: " bananas ":

Also, do not end a sentence with two different types of ending punctuation. Never write something like, “You might have a client who needs this (or maybe even you do!).” The correct punctuation for this sentence would be either a period or an exclamation point after the ending parentheses, like this: “...(or maybe even you do!)” or this: “...(or maybe even you do).”

Toward/towards	We use “ toward ” without the “s.”
Dates	Because we’re based in the United States, dates should be written out with the month first, then the day, followed by a comma, then the year, like this: January 2, 1973 . If writing a date using only numerals, the order is the same: 1/2/73 .
Times	Write times with a colon, not a period, and use lowercase letters without periods to indicate am or pm (put a space between the time and the am/pm designation), like this: 3:52 pm .
Honorifics	Honorifics should be followed by a period, like this: Dr. or Mr., etc.
Spacing (end of sentence)	Please use just ONE space at the end of sentences, following periods, question marks, or exclamation points.
Ellipsis/Ellipses	An ellipsis is the three dots used to signal a pause or omitted words from a direct quote. Please only use three dots, unless at the end of a sentence, then use four. There should be no spaces between dots or on either side of them. Like this: “... this sentence starts with an ellipsis...and has one in the middle. ” OR “ This sentence ends with an ellipsis.... ”
Nonbinary	There are multiple ways to write this (with or without a space, with or without a dash). For consistency, we’ll use the most commonly accepted version of this word as used in the United States: nonbinary (no dashes or spaces) .
Hyphen	For consistency, we use a hyphen for the terms self-care and non-monogamy.