

Five-Minute Startup Style Guide

Before your startup even launches, you'll be communicating two things: your company's name and how you can be reached. With that in mind, we focus on your name and contact information in this Five-Minute Startup Style Guide.

1. Company Name

Do you use your startup's full name in marketing materials, or a shortened version? Ask your attorney if any legal constraints prevent you from shortening or otherwise altering your startup's name.

How do you capitalize, space and punctuate your company name? Consider whether your brand leans toward traditionalism or innovation, and which style will help customers search for and find you online.

Example Styles

Acme
Acme Products
Acme Products Inc
the Acme Products company

Acme Products Inc
ACME Products, Inc.
AcmeProducts INC
ACMEproducts inc.

Company Name: _____

2. Street Address

Choose an address style that fits your brand and business model. If you'll receive a lot of mail, the U.S. Postal Service's all-caps style makes sense.

For a brand defined by elegance and refinement, though, you may want to spell everything out. If customers visit your shop, think about adding a cross street or landmark to help them find you.

1 N MAIN ST STE 100
CHICAGO IL 60601-1234

One North Main Street
Suite One Hundred
Chicago, Illinois

1 N. Main St. (at Park Blvd.)

Street Address: _____

3. Phone Number

Cities with multiple area codes and nationwide mobile phone plans have made area codes nearly de rigueur. If international deals factor into your business plan, include your country code, too.

Do you punctuate your telephone and fax numbers with classic parentheses, modern dashes, trendy periods or European spaces? Also consider the style you use to identify office, mobile and fax numbers.

Phone: 555-1234
Phone: 312-555-1234
Phone: 001-312-555-1234

Telephone: (312) 555-1234
phone: 312-555-1234
P: 312.555.1234
vox: 312 555 1234

Phone Number: _____

4. Web Address

Do you include “http://” and “www.” in your Web address? As long as your website displays without “www.” typed in, you can probably skip these extra characters in common “.com” and “.net” addresses.

Capitalization can help readers make sense of multi-word domain names. Also think about capitalizing any directories you’ll refer to in your offline ads.

Example Styles

http://www.acmeproducts.com
www.acmeproducts.com
acmeproducts.com

acmeproducts.com/specialoffer
AcmeProducts.com/specialoffer
AcmeProducts.com/SpecialOffer

Web Address: _____

5. Email Addresses

Does your brand lean toward personable or professional? First names connote a small, friendly business, while email addresses using last names characterize large, professional corporations.

Standardize punctuation and capitalization of your email addresses as well as the naming convention, and select a style for your functional or role email addresses, too.

john@acmeproducts.com
jdoe@acmeproducts.com
johndoe@acmeproducts.com

john_doe@acmeproducts.com
John.Doe@AcmeProducts.com

Info@AcmeProducts.com
Webmaster@AcmeProducts.com

Email Addresses: _____

Consonant Inc.

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