

# Catalytic voice and language guidelines

## Who is Catalytic?

We are here to help our customers do more of the work that they love, by alleviating them of the stuff that they don't. Every interaction with users should tie back to that vision of helping them get through the weeds faster and onto what really matters.

When that comes to written communication, we will always default to cleaner and simpler. If you can say it in less words and still be clear, do so. The less time people have to spend decoding our communication, the more time they can spend doing what's most important - work that moves their businesses forward.

## How to describe our voice

- Friendly and approachable.
- Knowledgeable, but never preachy.
- Occasionally witty, but never condescending, sarcastic or petty.
- Excited to help, but not *overly* excited. Keep the exclamation points under control.

## Creativity and wit - where it's appropriate

Always keep a customer or potential customer's emotions in mind when writing copy. Would they be delighted to receive a clever message at this point in their interaction with us? Or would they be annoyed that we tried to make something funny that feels frustrating or embarrassing to them?

## Where to unleash your creative animal

- Celebratory completion messages

Example: Team member added success message → Many hands make light work. An invite for {email address} is on its way!

- Notification emails
- Website copy

Example: Our [About Us](#) page. It's light, fun and approachable - like us!

- Onboarding/first run experiences

### **Where to keep your creative animal in check**

- Troubleshooting articles
- Support documentation
- Error messages

Example: Invite team member failure → We're having trouble inviting your new team member. Can you refresh your window? [Try Again]

Note: The most important thing we can do in an error message is give the user clear instructions on how to fix what's wrong. If we can't do that because we don't know exactly what triggered the error, ask them to refresh and try again.

### **Grammar and language**

Generally, if you abide by the rule that simpler and cleaner = better, you'll be fine. More nuanced guidance is provided below.

- Stick to active voice. It keeps sentences shorter and clearer. (e.g. "Kaleigh created {process template}." is better than "{process template} was created by Kaleigh.")
- Language for the new website is being geared toward team leaders. You will see phrasing like "your team" or "your teammates," which is encouraged in all communication.
- Avoid terms like "humans" or even "employees." They feel cold, sterile and lend themselves to a top-down approach, which is the opposite of how we're trying to grow.
- Use "you" when talking to users. Your templates, your processes, etc.
- No buzzwords or business jargon. Walk the walk, talk the talk. Just say no to things like "core competency," "leverage best practices" and other buzzword-y stuff.

### **Title case vs sentence case**

Generally speaking, we prefer sentence case. It feels fresh and less stodgy. Page titles, page headers and content should all be sentence case - on the website, in the app and on the help site.

Where to use title case: app menu items, website menu items, app buttons, website buttons.

## Glossary of acceptable terminology

Every single place that talks about Catalytic functionality needs to use the same language. What we call a process needs to be consistent across the website, product, help documentation and user emails.

<b>Term</b>	<b>Definition</b>	<b>Use in place of</b>	<b>Good example</b>	<b>Bad example</b>
New	Adjective that modifies a system object in a page, dialog title or button that starts a user task flow. This consistency is for wayfinding purposes.	Add, build, create	New task	Create new process template
Start		Run		
Edit	Verb to change the configuration of or data associated with an object.	Configure, define, map	Edit task	Configure task
Invite	We invite team members.	Add, new	Invite team member	Add team member
Made	Past tense of user creation of an object.	Created, built	Made by Jason Kunesh	Created by Jason Kunesh
Add	Verb to create an object in the system. The end of a process that started with "new." IE- I start a new task by clicking on the 'New Task' button. That takes me to a	Create, build	Add task	Create task

	screen where I fill in data. The button that submits that form is 'Add Task'			
Process		Routine, run, active Pushbot, project		
Process template		Template, Pushbot		
Task		Action, step, action step, app step		