

PELOTONU

STYLE GUIDE

STONE



SPECIFIC

Create content with prospective PelotonU students in mind.

AUTHORITATIVE

But not *authoritarian*. Make sure your content makes your users feel sure that PelotonU knows what it's talking about.

CONVERSATIONAL

Without being overly casual. Make your content friendly and approachable.

IMPACTFUL

The services that PelotonU offers can have a transformative effect on its users lives. Your content should reflect this.

Above all, your content should aim for

CLARITY.

Use concise, deliberate language so your point gets across to your users without confusion.

Be scannable

Our research indicates that most of your users will be accessing your website via a mobile interface.

Focus on success

Concentrate on alternatives to educational failures, not the failures themselves. Promote a positive attitude.

Us and them

Be inclusive whenever possible. Don't create divisions between you and your users. You're in this together.

Inspire realistically

Present an inspirational message, but not an unrealistic one. Be both aspirational and attainable in your messaging.

In sum:

~~“Since 2012, PelotonU has offered a higher education pathway for hard working college students that blends online education and in-person mentorship.”~~

“PelotonU offers students a clear, debt-free path towards a college degree.”

VOICE



WHO IS PELTONU?



EDUCATORS

More than giving your students the tools they need to succeed, you teach them how best to use those tools.

FACILITATORS

You enable your students, but only towards achievement. You are understanding of challenging life circumstances, but you don't give your students permission to fail.

DISRUPTORS

Not content with a failing educational model, you devised and implemented an alternative plan.

STYLE



CALLS TO ACTION

A Call to Action, or CTA, appears in all caps.

MENU ITEMS / HEADLINES / HEADINGS

Use title case for these items.

SUBHEADINGS

Use sentence case for these.

NUMBERS

Spell out the numbers between one and ten. Higher than ten, use numerals. For specific figures – as in measurements, dollar amounts, or percentages – use numerals.

FURTHER READING:

- Strunk and White's *The Elements of Style* is indispensable.
- The website VoiceAndTone.com also has a wealth of excellent guidelines.

LASTLY



PelotonU offers guidance
and counsel,

but it's having way more fun than a guidance
counselor.