

OUTSTANDING PET CARE—HOUSE STYLE SHEET

Version 4 November 2025

Brand & Names

- Company: Outstanding Pet Care (first mention); OPC (subsequent).
- Owners: Laura Laaman; Craig Laaman (full names on first mention; always include last name for both when mentioned together).

Voice & Tone

- Professional but friendly and conversational.
- Avoid overly cutesy language, limit emoji usage to 1-2 for emails/social; none for web copy.

Numbers, Dates, Times

- Zero-nine spelled out; 10+ numerals.
- Percentages: Always use %.
- Days: Spelled out in web copy, articles, scripting: Monday–Friday.
- Abbreviated in emails, texts, social: Mon–Fri.
- Times: Use en dash, lowercase with no periods, minutes unnecessary for on the hour: 9 am–5:30 pm.
- Phone format: (555) 123-4567.

Punctuation & Marks

- Oxford comma.
- Em dashes: no spaces; en dashes for ranges (Jan–Feb, 4–6 pm).
- Periods/commas inside quotation marks.

Capitalization & Titles

- Headline-style caps for titles, page/section headings.
- Newspapers/journals/books: italics.
- Articles/posts: quotation marks.
- Program/event names: Capitalize (Absentee Owner Program).

Terms & Preferred Words

- Lodging: always use lodging, never boarding except in website copy or PB&D Magazine.
- Daycare: dog daycare, doggie daycare, doggy daycare; NOT day care (spaced).
- Kennel: AVOID; use accommodation, sleeping area.
- Grooming/bathing: Only use grooming when referring to full-service haircuts; bathing for baths.

Trademarks

- ForeverLawn® and K9Grass®: ALWAYS use ® symbol.
- Kuranda®: Use ® symbol on first use only.

OUTSTANDING PET CARE

Social/Hashtags

- Use max of 4.
- Capitalize each word in hashtag (#WigglesPetResort).
- Email subjects in title case; preheaders in sentence case.

Dog Breeds

- Capitalize per Merriam-Webster (German shepherd; golden retriever; Chihuahua)
- Capitalize “Doodle” and Doodle breeds (Goldendoodle; Bernedoodle)

Versioning

- Client, name of document, month/year, version #
 - Cosmic Canine Lodging Script August 2025 Version 4

Typography

- Titles: Trajan Pro, bold, at least 20 pt
- Headers: CG Omega, bold, at least 14 pt
- Body: CG Omega, 11 pt
- Spacing: 1.5 default, can adjust if needed; avoid single except in bullet lists
- Email-Specific
 - Use Verdana for all areas of email
 - Headers: Bold, 24 pt
 - Body: 12 pt
 - Buttons: 14 pt

Watermarks

- “DRAFT” or “SAMPLE”
- 45 degree tilt, 75% size
- Medium gray color