**RULES FOR PROPER CARE AND FEEDING OF THIS DOCUMENT**

* This is a living document and source of truth for creating OCP content that’s on-brand, partner-friendly, and client-pleasing. It should be used to supplement—not replace—the [Microsoft Writing Style Guide](https://docs.microsoft.com/en-us/style-guide/welcome/).
* If you have information about verbiage and/or messaging to share, please add it here. BUT ...
* To minimize confusion and churn, only make updates that have been vetted through all client stakeholders or otherwise directed by leadership.
* When you add something that makes a previous entry obsolete, please ~~cross out the previous entry~~ and follow with the new one.
* Feel free to include some background information about the change when appropriate, e.g., “Discussed during Oct. 3 editorial meeting,” etc.
* It’s OK to add *formatting* or highlights for **emphasis**, but don’t ***overdo*** it. In general, try to stick with the current formatting for consistency and ease of scanning.
* Entries in red indicate the need for more details, i.e., something that’s new or still being coordinated by or with the client.
* If you have any concerns or ideas for how we might better use this document, hit me up at [aaron.kirscht@vmlyr.com](mailto:aaron.kirscht@vml.com).

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**STYLE GUIDE**

<https://docs.microsoft.com/en-us/style-guide/welcome/>

* Resist the urge to print this document. The guide is regularly updated, so bookmark and refer to it often.
* When this guide doesn’t address a specific point of style, Microsoft defaults to [Chicago style](https://www.chicagomanualofstyle.org/home.html).

This link is on the home page of the style guide, but including it here just in case—a list of updates made to the guide since it went online in Jan. 2018:

<https://docs.microsoft.com/en-us/style-guide/welcome/whats-new>

**PRO TIP:** If you don’t find something while using the search box in the left sidebar, which searches only section titles, you can use the search in the nav (with the magnifying glass icon) to search the full text of the style guide.

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**STYLE MUST-DOS**  
**Writers/proofers: Read this section in full and review it routinely. You are accountable to everything listed here.**

**abbreviations/acronyms**

~~Minimize use! MPN, CSP, etc.~~

* ~~Received this as general feedback on 11/15/18 but asked for more specifics so we can address~~

STYLE GUIDE ENTRY: <https://docs.microsoft.com/en-us/style-guide/acronyms>

Update 11.27.18:

**Avoid abbreviations/acronyms whenever possible**. Some common examples to avoid include MPN (Microsoft Partner Network) and CSP (Cloud Solution Provider). NOTE: SEE **MPN** ENTRY FOR EXCEPTION.

BUT: Some abbreviations/acronyms are commonly used in the industry (or have been used so often by Microsoft they’re more familiar to readers than the spelled-out terms). These are generally acceptable after first reference. Examples include:

* **AI** (artificial intelligence) (see **artificial intelligence, AI** entry below)
* **GDPR** (General Data Protection Regulation)
* **IP** (intellectual property)
* **~~ISV~~** ~~(Independent Software Vendor)~~ *Advised during brand presentation (Bo and Rachel) on 12.14 that we shouldn’t be using ISV — but not clear on what we should say instead*
* **SaaS**, **IaaS** (software as a service, infrastructure as a service, and others)
* **GTM Services** (1/31: Theresa requested we use “Go-To-Market (GTM) Services” to refer to this benefit in the February newsletter. *–ak*)

It’s not necessary to include a parenthetical, e.g., (CSP) after something that *could* be abbreviated. Include the parenthetical only when you plan on using the abbreviation later in the same piece.

It’s OK to use an abbreviation/acronym when necessary for character counts (such as in a CTA or headline), so long as you’ve defined it on first reference. (Exception: When using an abbreviation such as GDPR in a headline without having spelled it out previously on the page, be sure to spell it out in the body copy that follows.)

NEVER abbreviate product names (~~M365~~, ~~O365~~) or Microsoft (~~MS~~)!

**and, not &**

Do not use ampersands unless it’s ABSOLUTELY NECESSARY for space considerations (such as in a character-count-limited headline). Please make every effort to write around them — because **& ≠ “and.”**

**colon (:)**

When using in a sentence, DO NOT capitalize first word after colon. Unless:

• The colon introduces a direct quotation.

Example:

What does it mean when I see a message that asks: "Are you trying to visit this site?"

• The first word after the colon is a proper noun.

Example:

We're considering three cities for the event: Los Angeles, Munich, and Tokyo.

When using in a headline or title, DO capitalize first word after colon.

**percent, not %**

Do not use the percent sign unless it’s necessary for space considerations (such as in a character-count-restricted headline).

**Dial down the excitement!**

Use exclamation points sparingly. *Very* sparingly.

**USD1,000, not $1,000 (or USD$1,000)**

When describing financial figures, there’s no space between USD and the number, and always include the commas for amounts four-figures and up.

Exception: When you have a list of numbers in a table, such as product prices, it’s OK to include (USD) in the left column of the table instead of repeating it with each number.

Exception: If it's clear which currency you mean, it's OK to use just the symbol. Ex: “For every 1USD that Microsoft generates, partners can generate an additional $9.64 of revenue.”

**Add spaces ... before and after ellipses**

Refer to the Ellipses entry under [Punctuation](https://docs.microsoft.com/en-us/style-guide/punctuation/) for details.

**No periods after headlines**

**Exception**: From the [SG](https://docs.microsoft.com/en-us/style-guide/scannable-content/headings): A question mark or (rarely) an exclamation point can be used if it's needed for meaning.

~~Skip end punctuation on titles, headings, subheads, UI titles, and items in a list that are three or fewer words. Save the periods for paragraphs and body copy.~~ To learn more, see [Punctuation](https://docs.microsoft.com/en-us/style-guide/punctuation/index), [Headings](https://docs.microsoft.com/en-us/style-guide/scannable-content/headings), and [Lists](https://docs.microsoft.com/en-us/style-guide/scannable-content/lists).

**Exception**: It’s OK to use a period at the end of a headline when the headline consists of multiple sentences, such as

Build. Sell. Grow.

Questions? We’re here to help.

Confirmed by MS style team on 1/31/19 (–*ak*):

*The guideline not to end headings with a period is particularly applicable to* headings*—the sentence fragments that break up long blocks of text into a hierarchical structure, like Heading 1, Heading 2, and so on.*

*I think it’s OK to occasionally have a* headline *that consists of several short sentences (like your example). This kind of thing usually occurs in marketing content, such as the marketing pages on websites. In these designs, the large text is more like body text set in a large font than it is like a heading that provides hierarchical structure.*

*In other words, they’re short paragraphs, they’re just in big type. So the periods make perfect sense.*

**Use the serial/Oxford comma**

Always, always, always.

**No spaces around dashes**

That includes em dashes**—**like this**—**and en dashes, such as in a range of numbers from 12**–**24.

**Use en dash, not hyphen**

For number ranges, etc. Hyphens are still used in hyphenated words.

**prefixes (re-, co-, etc.)**

In general, do not hyphenate. Refer to the [Hyphens](https://docs.microsoft.com/en-us/style-guide/punctuation/dashes-hyphens/hyphens) entry in the style guide for (lots of) details.

Examples:

reevaluate, upsell

Exceptions:

co-sell

**Sentence case**

From the [Capitalization](https://docs.microsoft.com/en-us/style-guide/capitalization) entry:

Use sentence-style capitalization most of the time. That means:

* + Capitalize the first word of a sentence, heading, title, UI label (such as the name of a button or check box), or standalone phrase.
  + Capitalize proper nouns. To learn more about proper nouns, see Nouns and pronouns.
  + Use lowercase for everything else.

Note: If you use a colon, capitalize the first word after the colon.

**One. Space. Only. After. Periods.**

Because computers.

***Microsoft’s* our friend (sometimes).**

From the guide:

To avoid awkward wording, it's OK to use *Microsoft's* occasionally when you're referring to the company itself rather than the trademark or brand name. But don’t overdo it.

**Examples**

Microsoft's privacy policies

[Microsoft's brand voice: Above all, simple and human (from the style guide)](https://docs.microsoft.com/en-us/style-guide/brand-voice-above-all-simple-human)

Bringing Microsoft’s mission to life by re-envisioning ‘Microsoft as a partner’ (from *Partnering with Microsoft Storybook*)

Using “we” and “our” in place of “Microsoft” is also acceptable. It fits well with Microsoft’s (see what I did there?) stated desire to make our communication “simple and human.”

**Use Microsoft [ *Product Name* ] on first reference**

E.g., Microsoft Dynamics 365, Microsoft Office 365

It’s generally OK to use just the product name (w/o Microsoft) on subsequent references.

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**OCP-RELATED WORDS, PHRASES, etc.**  
**Writers/proofers: Read this section in full and review it routinely. You are accountable to everything listed here.**

**Note**: “One Commercial Partner” is for internal use only. Do not use in any content that will be reviewed by clients or seen by partners.

**+ (plus sign)**

Although the [style guide](https://docs.microsoft.com/en-us/style-guide/a-z-word-list-term-collections/p/plus-sign) advises against using the plus sign in place of “and,” there are apparently two exceptions (that we know of) to the rule:

Enterprise Mobility + Security  
Cloud + AI

**~~accelerate~~** *(12.19.18)*

Client requested we avoid using the phrase “accelerate your business” but said “accelerate your business growth” is OK. In general, let’s just try to avoid overusing “accelerate.”

See **SPAM-ISH WORDS TO AVOID** section for more.

**advanced specialization(s)**

Used to describe a designation that may be earned by partners with a gold competency who meet objective criteria. Advanced specializations appear in the partner’s business profile on the partner finder site along with the gold competency. Do not capitalize or abbreviate.

**agent (support)**

The people who provide support (specifically via “Start a chat” on the partner website) are called agents. “Specialist” is used primarily in reference to “cloud program specialists” at the Cloud Enablement Desk.

**~~allow~~**

Avoid using in the context of a Microsoft product or solution (or Microsoft itself) that allows a partner to do something. Microsoft does not allow, it assists. Pivot from Microsoft making things possible to the partner making more possible with help from Microsoft.

**Application Modernization**

The ~~practice~~ solution area formerly known as Application Innovation. *(11.15.18)*

**AppSource**

One word.

Do not preface with Microsoft, e.g., “Microsoft AppSource”

**artificial intelligence, AI**

~~11.12.18: Received direction to use “AI” instead of “Artificial Intelligence,” but not clear on whether that’s only when using it as a proper noun or in all instances (which would mean the phrase “artificial intelligence” is effectively banned from the site/emails/etc.). I have an email out to the PTBs ... so stay tuned!~~

Update 11.21.18:

It’s acceptable to use AI on first reference in place of “artificial intelligence” when referring to AI in general. Always use AI exclusively when referring to the Microsoft solution area.

Update Dec. ‘18:

Avoid using the spelled-out form (unless necessary to avoid awkward phrasing or provide clarity).

**Azure Marketplace**

In the unlikely event that you would refer to Azure Marketplace without first referring to Microsoft Azure, it’s not necessary to include “Microsoft” before Azure here.

Refer to **Microsoft marketplace** entry below.

**benefits vs. resources vs. services vs. offers**

* “benefits” are grouped into packages, which are available at a certain cost
* “resources” are available to all partners at no cost
* “services” can be included in benefits packages or purchased as a standalone
* “offers” are subscriptions or other SKUs available through the dashboard

**~~capitalize~~**

See SPAM-ISH WORDS TO AVOID section for more.

**change**

Use carefully in reference to adjustments to partner programs. Consider using refreshed, enhanced, evolved, expanded, improved instead.

**cloud**

Do not use “the Cloud” or “Microsoft Cloud.”

Refer to the [Cloud-computing terms](https://docs.microsoft.com/en-us/style-guide/a-z-word-list-term-collections/term-collections/cloud-computing-terms) entry for more details.

Use the lowercase form when referring to the cloud as a concept/entity/destination.

Capitalize only when used in a product or competency name, e.g., Cloud Productivity competency.

**Cloud + AI**

Use this construct (i.e., the otherwise unacceptable use of “+”) only when referring to the Microsoft division run by Scott Guthrie. (*This was confirmed by a member of the Cloud Style Guide team via email, 9.13.18*)

**Cloud Enablement Desk**

Note: Avoid references to the Cloud Enablement Desk in general. Instead, refer only to working with cloud program specialists. (updated 2/15 in email from Emily *–ak*)

Microsoft employees who work *~~on~~* ~~the Cloud Enablement Desk~~ with partners are called **cloud program specialists**.

Sample copy provided by Theresa 2/15:

**Personalized assistance to serve your business interests**  
You’re looking for assistance building your business and learning about your opportunities with Microsoft. We can help by assigning you a dedicated cloud program specialist. We’ll help you connect to customers through marketplaces, sell with us, and market yourself better. This service is offered at no cost to eligible partners. All you need is to be a member of the Microsoft Partner Network with an active partner ID and the willingness to meet at least one time each month with your dedicated specialist.

**Cloud Migration**

The ~~practice~~ solution area formerly known as Cloud Infrastructure and Management.*(11.15.18)*

**Cloud Solution Provider, CSP**

Refers to a licensing program into which partners may *enroll*.

* The CSP abbreviation may be used on subsequent references, but only when necessary for character counts ~~. — PENDING! (Received guidance on 11.15.18 to avoid using acronyms, will update after follow-up)~~ See **abbreviations/acronyms** entry under Style Guide Must-Dos above.
* Cloud Solution Provider is a *program*, not a type of partner.
* Partners enroll in the program at different levels, as a(n):
  + **direct bill partner**
  + **indirect provider**
  + **reseller**

Please note it is **Solution**, not Solution**s**!

**~~Collaboration~~**

No longer used. See **Teamwork, teamwork** entry below.

**community**

Usage guidance TBD (was advised there’s “sensitivity” around the use of this word, not yet clear on what that means for us)

**competency, competencies**

Refers to a designation for which partners must certain requirements.

Capitalize only when referring to the full name of a competency, e.g.

Gold Data Analytics Competency

Gold Cloud Productivity Competency

Do not capitalize when referring to competencies in general, e.g., “... partner with a gold competency.”

A competency is *attained*. Do not use “earn” or “get.”

Do not refer to “competency partners.” Use “partner with a competency” instead.

Refer to **gold (competency)** and **silver (competency)** entries.

TBD: “renewal” vs. “membership offer,” etc.

**co-sell, co-sell ready**

Although the style guide favors leaving out the hyphen, it remains in this word to provide clarity.

Do not refer to “co-sell ready partners.” The solution is co-sell ready, not the partner. Use “partner with a co-sell ready solution” instead.

**dashboard vs. Dashboard**

Use the lowercase form to refer to the destination, i.e., the place where partners sign in to manage their partnerships with Microsoft.

Use the capitalized form only when referring to the link in the top-right corner of the partner website.

**Dev Chat**

Two words.

**DevOps**

One word, camel-cased.

**e-book**

Do not use “eBook” or “ebook.”

Note: This is very commonly misused on most Microsoft publications, but we should still use the proper [style](https://docs.microsoft.com/en-us/style-guide/a-z-word-list-term-collections/e/e-book) rather than perpetuate the error.

**e-commerce**

Our KC proofing team (and most everyone else) favors ecommerce, no hyphen, so please keep an eye out for this one.

**~~enable~~**

Avoid using in the context of a Microsoft product or solution (or Microsoft itself) that enables a partner to do something. Microsoft does not enable, it empowers. Pivot from Microsoft making things possible to the partner making more possible with help from Microsoft.

**Enterprise Mobility + Security**

This is an exception to the style guide rule about using + in place of “and.” See **+ (plus sign)** entry above.

**first line, first-line**

Two words when used as a noun, hyphenated when used as an adjective (as in first-line workers).

**gold (competency)** updated 1/19

Not capitalized when referring to competencies (gold or silver) in general. Capitalize only when referring to the full name of a competency, e.g.

Gold Data Analytics Competency

Gold Cloud Productivity Competency

Do not say “Gold partners” or “Gold status.”

**go to market, go-to-market, Go-To-Market (GTM) Services**

Use “go to market” when discussing the act of launching a product, e.g., “... so you can go to market with confidence.”

Use “go-to-market" when it’s a modifier, e.g., “... discover your go-to-market opportunities.”

Use “Go-To-Market Services” to refer to the support offering at Microsoft.

**Go-To-Market Services** (capitalized and hyphenated) is a paid benefit available only to partners with a competency.

~~1/31: Theresa requested we use “Go-To-Market (GTM) Services” to refer to this benefit.~~ *~~–ak~~*

*1/13: Reconfirmed w/ Emily:* Please spell out “Go-To-Market Services” unless there is a character count issue or we are referring to a page/content where “GTM” is used. *–ak*

**go-to-market resources** are available at no cost to all members of the Partner Network.

~~Avoid abbreviating to GTM unless necessary for character counts, such as in a CTA. But even then, try to write around it.~~ See **abbreviations/acronyms** entry under Style Guide Must-Dos above. ~~OK to abbreviate to GTM (PENDING! Received guidance on 11/15/18 to avoid using acronyms, will update after follow-up) on subsequent references.~~

**guided experiences (~~GE~~)**

~~For internal use only,~~ to describe the collections of pages we create for various solution areas, such as Security and Compliance or Business Applications. ~~Do not refer to “guided experiences” in any partner-facing content.~~

Per Diane G. in nomenclature doc provided by Emily H. *(Sept. ‘18, added to this doc 1/4/19 –ak)*:

“We used (guided experiences) in Eduardo’s Inspire blog post — I think using it to describe experiences we’ve specifically created as practice development journeys is OK.”

**hashtags, social, #MSPartner**

Always include #MSPartner on all Twitter posts. Always.

**~~incentivize~~**

See SPAM-ISH WORDS TO AVOID section for more.

**~~Innovation~~**

No longer used when referring to the “App Innovation” solution area (formerly “practice area”). See **Modernization** below.

**intellectual property, IP**

~~PENDING! (Received guidance on 11.15.18 to avoid using acronyms, will update after follow-up)~~

See **abbreviations/acronyms** entry under Style Guide Must-Dos.

**Internet of Things (IoT)**

Spell out on first reference unless (per [SG](https://docs.microsoft.com/en-us/style-guide/a-z-word-list-term-collections/i/internet-of-things-iot)) “you're sure that your audience knows the term or IoT appears as part of a Microsoft product name.”

Use IoT on subsequent references.

Include *the* with the spelled-out term but not the abbreviation.

**ISV resource hub**

**~~level(s)~~** (*updated 1/19 –ak*)

Do not use “levels” or “tiers” to describe membership, participation, or the structure of the Microsoft Partner Network.

What to say instead:

• ... members of the Microsoft Partner Network

• ... partners with a Microsoft Action Pack

• ... partners with a silver competency

• ... partners with a gold competency

**~~leverage~~**

Avoid using. Governance has some sensitivity around this word.

See **SPAM-ISH WORDS TO AVOID** section for more.

**managed services, managed services provider, MSP**

Always use services, plural, in this context.

Only capitalize when referring to [Azure Expert MSP](https://partner.microsoft.com/en-us/membership/azure-expert-msp).

~~MSP — PENDING! (Received guidance on 11/15/18 to avoid using acronyms, will update after follow-up)~~

Avoid using MSP—except when referring to Azure Expert MSP. (See **abbreviations/acronyms** entry under Style Guide Must-Dos above.)

**membership**

Partners are members of the Microsoft Partner Network.

Partners *manage* their membership through the *dashboard* on the *partner website*.

Do not use “tiers” or “levels” to describe membership, participation, or the structure of the Microsoft Partner Network.

What to say instead:

• ... members of the Microsoft Partner Network

• ... partners with a Microsoft Action Pack

• ... partners with a silver competency

• ... partners with a gold competency

See **Microsoft Partner Network (MPN)**, **partner**, **tiers**, **levels** entries.

**Microsoft Action Pack** (updated Oct ‘18)

Use Microsoft Action Pack on first reference, Action Pack on subsequent references.

Avoid using MAP(s). See **abbreviations/acronyms** entry under Style Guide Must-Dos above.

This is replacing “Starter Kit” across the board. There are (or will be) multiple Action Packs — ISV, Learning, etc.

Partners purchase an Action Pack *subscription*.

**Microsoft marketplace**

Singular. Used to describe the Microsoft-owned platforms where partners can publish their IP. Although there are two marketplaces (Azure Marketplace and AppSource), we should refer to them collectively as “Microsoft marketplace.” Example: “Publish your app in Microsoft marketplace.” *(confirmed by Diane Golshan 12/2018 –rh)*

Do not refer to **a** Microsoft marketplace or **the** Microsoft marketplace. It is effectively treated as a proper noun, even though marketplace is lowercase (similar to partner center).

(*re-confirmed by Emily H. via email 1/2/19 –ak*)

**Microsoft Partner Network (MPN)**

* “Microsoft Partner Network” does not refer to the partner.microsoft.com website or a specific partner program.
* It does refer, per our client, to “the portfolio of programs for companies that want to partner with Microsoft, regardless of business model, industry, or customer segment.”
* Minimize use of “MPN.” Use “Partner Network” on subsequent references and whenever space allows.
* Exception on **MPN**: From Elif email, 12/12:

Re. use of MPN ID:

The latest feedback from DeAnna and team is: Use MPN ID, because partners are used to this and know what it is. So let’s keep it as MPN ID

* Partners *join* the Partner Network.
* Partners become *members* of the Partner Network.

**~~modern/modernize~~**

Avoid using as an adjective. Clients feel it might suggest that what came before was *not* modern.

Exception: OK when referring to solution areas (Modern Desktop and Application Modernization) only.

**Modernization**

Replaces “Innovation;” please use “Application Modernization.”

**~~monetize~~**

See SPAM-ISH WORDS TO AVOID section for more.

**MPN ID**

To existing partners, use “MPN ID.” To new or prospective partners, use “Microsoft Partner Network ID.” *(Client confirmed on 12.13.2018 –rh)* See **Microsoft Partner Network, MPN** entry above.

**offer, offers, offering, offerings**

Usage guidance TBD

See **benefits v. resources v. services v. offers** entry.

An “offering” is something a partner provides to customers, e.g., “... add an AI offering to your business.”

**One Commercial Partner, OCP**

Internal use only. Do not use in any partner-facing communication.

**org, organization**

See [SG entry](https://docs.microsoft.com/en-us/style-guide/a-z-word-list-term-collections/o/org-organization). It’s OK to use “org” in some contexts, such as “org chart” or “cross-org migration.”

**Pacific Time**

Always capitalize. Don’t use PST or PDT. Use PT only when character counts are an issue. See style guide for more details.

**partner**

The word “partner” should only be capitalized when used as part of “Microsoft Partner Network” or “Partner Network.”

“partner who” vs. “partner that”

* + When referring to a specific partner (person) by name, use “who,” “they,” “their,” etc.
  + When referring to a partner company, use “that,” “it,” “its,” etc.
  + There’s no hard and fast rule here, other than **be consistent**. Use your best judgment.

Do not create new partner types, e.g.

~~“competency partner”~~ Instead, use “partner with a competency”

~~"CSP partner”~~ Instead, use “partner in the Cloud Solution Provider program”

~~“co-sell partner”~~ Instead, use “partner that has co-sell ready solutions”

**partner center** (updated Oct. ‘18)

Refers to the place that’s accessible via the Dashboard link on the partner website.

Although it’s often used as a proper noun, it is not capitalized.

Refer to “partner center,” not “*the* partner center.” *(requested clarification from DeAnna on 11.30 via email, did not receive response. –ak)*

**partner website**

Refers to partner.microsoft.com.

Use “Microsoft partner website” on first reference, then either “partner website” or “website.”

Do not use:

* “portal”
* “partner portal”
* “MPN portal”
* “our website” or “our site”

Note: “partner center” is different from “partner website.” See **partner center** entry above.

**~~practice, practice area~~**

(Oct. ‘18) Being phased out. Use “solution” or “solution area” instead. See **solution** entry below.

12.5: Received word of reopened debate within OCP over whether to use practice or solution. Continue using “solution” for now, but stay tuned. *–ak*

**resources**

See **benefits vs. resources vs. services vs. offers** entry.

**Security**

The ~~practice~~ solution area formerly known as Security and Compliance.

**services**

See **benefits vs. resources vs. services vs. offers** entry.

**sign in, not login**

Avoid using as a noun (e.g., “use the sign-in").

Note: This may be evolving due to the standard usage of “single sign-on" (commonly abbreviated SSO) in the industry, and by extension, “sign-in” when referring to managing one’s credentials. *(Per email from style guide team on 12.3, which advised they would look into updating the SG to reflect this.)*

**silver (competency)** Updated 1/19

Not capitalized when referring to competencies (silver or gold) in general. Capitalize only when referring to the full name of a competency, e.g.

Silver Data Analytics Competency

Silver Cloud Productivity Competency

Do not say “Silver partners” or “Silver status.”

**solution**

Partners build solutions using Microsoft products and technologies.

Replaces “practice” (e.g., as part of “practice area”)

*12.5: Received word of reopened debate within OCP over whether to use practice or solution. Continue using solution for now, but stay tuned.*

Microsoft encourages partners to pursue new business opportunities in the following solution areas:

Teamwork (formerly Collaboration)

Application Modernization (formerly App Innovation)

Security (formerly Security and Compliance)

Business Applications

etc.

**software as a service, SaaS**

Spell out (all lowercase) on first reference, then abbreviate as SaaS. The same rule applies to all “as a service” products, such as

infrastructure as a service (IaaS)

platform as a service (PaaS)

See **abbreviations/acronyms** entry under Style Guide Must-Dos above.

**~~Starter Kit, starter kit~~** (updated Oct. ‘18)

~~Use capitalized form when referring to the subscription previously known as Microsoft Action Pack.~~

~~Use lowercase form when referring to the group of kits offered by Microsoft.~~

No longer used. See **Microsoft Action Pack** above.

**team**

Avoid references to any teams within Microsoft, e.g., “the Microsoft Partner Network team.” *There is only one team: Microsoft.*

**thanks**

Use instead of “thank you.” Refer to [style guide entry](https://docs.microsoft.com/en-us/style-guide/a-z-word-list-term-collections/t/thanks-thank-you).

**~~tier(s)~~** (*Updated 10/18, 1/19 –ak*)

Do not use “tiers” or “levels” to describe membership, participation, or the structure of the Microsoft Partner Network.

What to say instead:

• ... members of the Microsoft Partner Network

• ... partners with a Microsoft Action Pack

• ... partners with a silver competency

• ... partners with a gold competency

**~~utilize~~**

Avoid at all costs! Use “use” instead.

See **SPAM-ISH WORDS TO AVOID** section for more.

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**COPY DOCUMENT GUIDELINES**

* Use **Segoe** only in **all** OCP-related docs, both internal and client-facing.
  + If you don’t have it on your machine, download it ASAP.
  + Consider making it your default font in Word.

Include this table at the very top of the document, above any titles:

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Do not use indents or tabs; put all reviewable copy on a line by itself, left justified, like this:

HEADLINE

Lorem ipsum dolor sit amet

SUBHEAD

Lorem ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet.

CTA

Lorem ipsum >

* Please avoid using this formatting style:

HL: Lorem ipsum dolor sit amet

SH: Lorem ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet.

CTA: Lorem ipsum >

(etc.)

INFO FOR PROOFERS:

* Character counts (i.e., if they make changes during proofing that add to the count, they need to confirm it’s still within the limits)

[**SPAM-ish WORDS TO AVOID**](https://blog.hubspot.com/blog/tabid/6307/bid/30684/the-ultimate-list-of-email-spam-trigger-words.aspx)

Always use simple, un-fussy language.

~~utilize~~ use

~~modern~~ innovative, updated, new

~~leverage~~ use, benefit from, make the most of

~~accelerate~~ boost, speed up

capitalize (client req to stop using 1/16/19)

incentivize (client req to stop using 1/16/19)

monetize (client req to stop using 1/16/19)

**FYI: CTAs FTW**

In order to improve accessibility (i.e., screen reader-friendly copy), Microsoft requires us to use unique calls to action on each page—no duplicates. Here’s a list for reference.

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