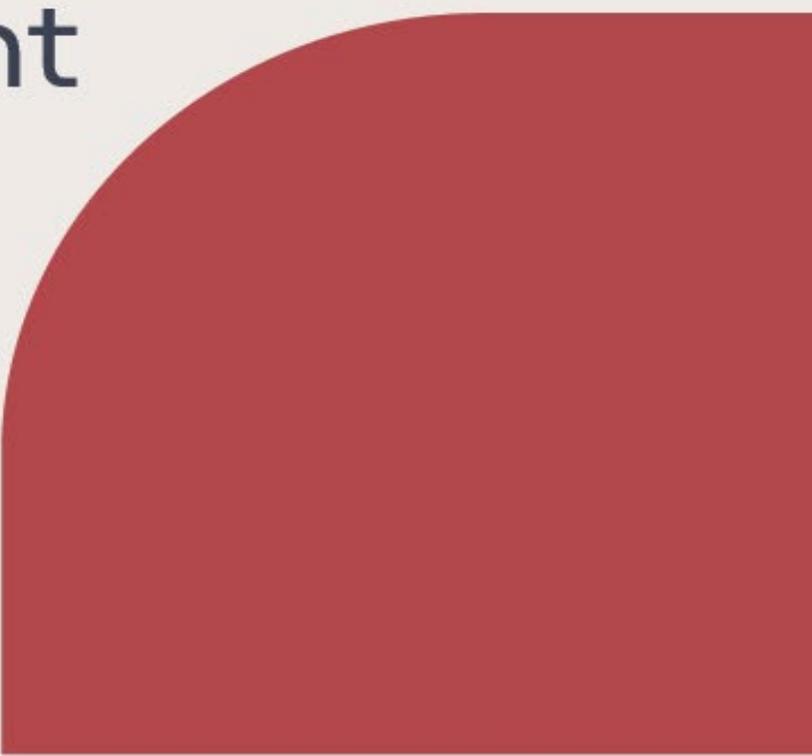




Style Guide

for Content
Writers

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Dedicated to Pet Valu's Wonderful Content Writers

Hi, dear content writer of Pet Valu. The little group of technical writers at Pet Valu decided to band together and create this style guide for you as you work your way through writing Pet Valu's content and copy.

We know that the technical writing team could have benefitted from a style guide (which we're still writing), so we hope this style guide benefits you.

The purpose of this style guide is to help you standardize your writing. In other words, we provide guidelines for all sorts of little things so that you can consistently write in Pet Valu's voice.

From explaining what Pet Valu's voice is to explaining how to write times and dates, we cover a lot.

We also go over concepts that are crucial to Pet Valu's philosophy, such as writing in ways that are inclusive, mostly translatable, and familiar.

We hope you find this style guide pawesome...or purrfect...or turtle-ly great. Whatever your thoughts are, feel free to send anyone in the technical writing team an email. We'd appreciate your feedback on how we can improve and update this style guide.

Chapter 1:

Pet Valu's Voice and Tone

Shopping at Pet Valu should be as fun and easy as playing with your pet. This means we use our writing to show our customers:

- We're here to help, whether a customer has owned a pet for 20 days or 20 years
- We deeply care for pets through our carefully selected and explained products
- We know our wide range of products can get confusing, so we use common terms and formatting to help with scanning our products

At Pet Valu, it's all about meeting our customers where they're at—understanding they're pet lovers just like us. We know how important it is to give your pet the best—no matter their size, gender, ability, and species.

That's why we write in a way that's a little silly, fairly friendly, and very helpful. We want to help our customers with every purchase while also reflecting the joy of owning a pet—the joy of having a family member that's silly, friendly, and helpful (for your psyche or your job, whichever works).



Our voice on our flyers

On our website, we have a lot more incentive—and space—to write that in a friendly, helpful. Our customers need to know all about a product to see if it's right for their pet.

On our flyers, we need to be quick—sometimes, our customers might be seeing our flyers in unexpected places, like when their dog snatches their neighbour's newspaper! We also need to fit lots of products on a page.

When writing for listings in flyers, only include the product's:

- Discount, sales, or deals if applicable
- Name
- Price
- Size

Our voice on our catalogues

Our catalogues act as a magazine—they showcase our big deals and even bigger ideas for fun activities with pets. They are packed with more information, so you can:

- Use 1-3 sentences when writing product information or tips
- Use puns and wordplay
- Use lists for recommended items
- Use lists at the bottom of a section for the names of advertised items

Figure 1.1 shows you what a catalogue listing can look like when you follow a few of these guidelines.



Figure 1.1: An example of catalogue content

Chapter 2:

Writing Style and Language Guidelines

We accept and help pets of all sizes, ages, and breeds. Whether our customers have a five-inch lizard or a 50-pound dog, they know that they can rely on us for pet products. After all, we are thorough when we write about unique pet needs—we show how our products are effective for a wide range of issues.

We write in a predictable and approachable way. We sell a lot of stuff, so we need to make sure our customers understand what they buy.

We have many writing conventions to maintain our tone and, by extension, our customers' understanding of our products.



Consistency conventions for heading styles

Our customers can find what they need thanks to our organized sections. Each section has its own styles to maintain consistency and readability for our customers.

Capitalization of section headings

We have a lot of bits and bobs on our website. To make sure our customers only find the good bits and none of the bobs, we use clear heading styles. Headings group information together, making it easier for our customers to navigate our website.

In section headings, capitalize every word except prepositions.

Prepositions include the following words:

- With
- For
- In
- To

Example:

Nail Services

Are You Ready to Adopt?

Capitalization of headings within articles

Our website doesn't just contain great products—it also contains great articles! In the Resource Centre and Pet Services sections, we have articles such as Pet Parent Guide and Pet Travel Guide.

Within those articles, make sure to use sentence-style capitalization for headings. To learn more about sentence-style capitalization, see the [Microsoft Style Guide](#).

Example:

X Vet Care for Every Stage of Life

X Getting Your Pet Vaccinated

✓ Vet care for every stage of life

✓ Getting your pet vaccinated

Verbs in headings

Nouns in a section heading tell our customers what they can expect to find within that section. When you write headings, try to use nouns as much as possible.

However, if the section directs the user to do something, begin the heading with a verb. Make sure to use the verb's infinitive (unconjugated) form.

Do not use gerunds (verbs ending in -ing).

Example:

X Celebrating milestones with your pet for lasting memories

✓ Celebrate milestones with your pet for lasting memories

Capitalization in body text

We capitalize some words in body text for clarity.

Capitalize proper nouns such as brand names, products, and services.

Example:

This is true of every Performatrin® diet.

Capitalize the first letter of each word used in UI labels, such as a button or checkbox.

Example:

Once logged in, click “**Your Name**”.

Use title-style capitalization for social media hashtags. There are no spaces between words in a hashtag.

Example:

#AnimalCareExpertTip

Writing conventions for sections within product listings

We're all about our great products. It's our way of taking care of pets across Canada.

Each product has its own listing to inform our customers of its purpose and its key features. All products on our website include the two following sections:

- Product Description
- Ratings & Reviews (written by customers)

For pet food products, there are three more sections:

- Ingredients
- Guaranteed Analysis
- Feed Instructions

Format of product descriptions

The product description tells our customers the important stuff: the name, purpose, and features of a product. You should use one paragraph (maximum 6 sentences) to mention the following characteristics of a product:

- Key nutrients, ingredients, or features, especially the ones featured on the product's label
- Additives or problematic ingredients that the product does not have

After the first paragraph, there's a bulleted list called Key Benefits. The Key Benefits section summarizes the first paragraph. The bulleted information appears in the same order as the sentences in the paragraph.

The product description ends with a second bulleted list called Product Details. The Product Details contains a bulleted list with the following attributes of the product:

- Pet Type (what kind of pet the product is for)
- Food Type (if applicable)
- Life Stage (age range of the pet that would eat this food)
- Product Type
- Flavour (if applicable)
- Health Benefit (key nutrients as mentioned previously)

Format of ingredients in pet food

Our customers should understand what their pets eat. To help customers parse through an ingredient list, make sure to format it in the following ways:

- Organize ingredients from highest quantity to lowest quantity
- Separate ingredients with commas
- Capitalize each word in an ingredient's name

Format of a food product's Guaranteed Analysis

The Guaranteed Analysis of a pet food product tells customers about the levels of key ingredients in pet food. To learn more about Guaranteed Analysis, see [What is Guaranteed Analysis](#).

We list the entire Guaranteed Analysis of a product. Here are a few examples of nutrients you might see in a Guaranteed Analysis:

- Crude Protein
- Crude Fat
- Crude Fibre
- Moisture
- Calcium
- Vitamin E
- Phosphorus

When formatting the Guaranteed Analysis, you should always put Crude Protein, Crude Fat, Crude Fibre, and Moisture at the top in that order. You can label their percentages as min. or max. as needed. You do not need to write “minimum” or “maximum.”

For the other ingredients in the Guaranteed Analysis, organize them from highest percentage to lowest percentage.

The Guaranteed Analysis ends with the kilocalories per serving size.

Figure 2.1 provides you with an example of a Guaranteed Analysis for one of our products.

Product Description	Ingredients	Guaranteed Analysis	Feeding Instructions	Ratings & Reviews
Crude Protein (min.) 22.0% Crude Fat (min.) 12.0% Crude Fibre (max.) 4.5% Moisture (max.) 10.0% Calcium (min.) 1.0% Phosphorus (min.) 0.8% Vitamin E (min.) 150 IU/kg Taurine* (min.) 0.15% Ascorbic Acid (Vitamin C)* (min.) 50 mg/kg Omega-6 Fatty Acids* (min.) 1.00% Omega-3 Fatty Acids* (min.) 0.35% Total Microorganisms (L. acidophilus, L. casei, B. bifidum, E. faecium)* (min.) 80 million CFU/lb * Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles Calorie Content: 379 kcal/cup				

Figure 2.1: Guaranteed Analysis for a dog food product

Format of Feeding Instructions

The amount of food that a pet chows down depends on the pet’s breed, size, age, and more. We provide general feeding guidelines to help our customers adjust their pet’s food portions. These guidelines are Feeding Instructions.

Use a table to format a daily feeding guide. In the table, you should include:

- The pet’s weight in imperial (pounds or lbs) and metric (kilograms or kg)
- Food measurements in volumetric measurements (cups)
- Use an asterisk after the volumetric measurement heading to give its weight equivalent (grams or g) after the table

Figure 2.2 provides an example of the daily feeding guide for one of our dog food products.

Daily Feeding Guide		
Weight of Dog		Amount
lb	kg	Cup*
9	4.1	1
16	7.3	1 1/2
25	11.3	2
47	21.3	3
60	27.2	3 1/2
74	33.6	4
88	39.9	4 1/2 **

*8 fl. oz. cup of food weights approximately 3.88oz. (110g)

** feed 4 1/2 cups plus 1/2 cup for each 18 lb. (8 kg) of body weight over 88 lb. (39.9 kg)

Figure 2.2: Daily feeding guide for a dog food product

Writing conventions for step by step instructions

There's lots of stuff to read, click, and buy on our website. We write instructions to make sure our customers understand how to navigate our website.

We write instructions that include references to the following website elements:

- Buttons
- Options
- Keywords
- Placeholder text
- Links
- Pop-up text
- Fields for user input

Dos:

Use active voice.

Use directional language to lead readers to the right area of the screen.

Bold the names of clickable items and put them in quotation marks.

Display steps in a paragraph.

Example:

Click “**Your Account**” at the top of the page and click on “**Sign in**”.

Direct users by starting each sentence with a verb (imperative form).

Example:

Click the “AutoShip Subscriptions” tab.

Describe UI elements using user interface terms, such as pop-up menus/windows, dialog boxes, and buttons.

Example:

The current order frequency is displayed next to each AutoShip item in a dropdown menu.

Describe the result of a step after a user completes it.

Example:

A new window will pop up.

Account for alternative scenarios and include instructions for them.

Example:

If you checked out as a guest, click “Track your order” at the bottom of the page.

Try to limit each step to 1-2 actions.

Example:

Click on “Forgot Password” and enter your email address

Don'ts:

Don't use quotation marks for anything other than UI elements.

Don't use passive voice.

Familiar terms for animals

We cater to all kinds of pets, but we're most well-known for our dog and cat products. A big portion of the pet-parent community is dog and cat owners.

To keep things understandable, we use familiar terms for dogs, cats, and their products.

Terms for dogs

We love giving our furry friends cute nicknames! However, they can be quite unique and obscure, which can be confusing. To maintain consistency, use the following terms for dogs:

- Dog
- Pup
- Puppy (for young dogs)
- Furry friend

Avoid the following terms for dogs:

- Doggo
- Doggie
- Fur baby
- Mut
- Pooch
- Man's best friend
- Canine

Additionally, some of our products cater to specific dog breeds. *Table 2.1* shows you common short forms for dog breeds and what you should replace these short forms with.

Use this term	Avoid this term
German Shepherd	GSD
Labrador Retriever	Lab
Golden Retriever	Golden
Yorkshire Terrier	Yorkie
Shih Tzu	Tzus
Boxer	Box
Pomeranian	Pom
Maltese	Malty
Doberman	Dobie
Great Dane	Dane
French Bulldog	Frenchie
Bull Terrier	Bully
Cocker Spaniel	Cocker

Table 2.1: Terms to use or avoid when referring to dog breeds

There are two exceptions to shortening dog breed names. *Table 2.2* shows you the breeds that you should use the short forms for.

Use this term	Avoid this term
Husky	Siberian Husky
Corgi	Pembroke Welsh Corgi

Table 2.2: Terms to use or avoid when referring to huskies and corgis.

Terms for common health issues that affect dogs

Unfortunately, dogs can experience a wide range of health problems. Two health issues are well-known amongst dog owners:

- Hip dysplasia, when a dog’s hip joints don’t fit together
- Arthritis, when a dog’s joints have inflammation

Because hip dysplasia and arthritis are common, you can refer to these health issues by name. You do not have to explain or simplify them.

For other health conditions, you must explain and simplify them as needed. To learn more about other health problems that dogs can experience, see [A to Z of health and care issues](#).

Terms for cats

Cats, as regal as they might be, aren't immune to cute nicknames. However, using those nicknames can confuse our customers. When referring to cats, use the following terms:

- Cat
- Feline friend
- Kitten (for young cats)

Avoid the following terms for cats:

- Kitty
- Puss
- Pussy
- Pussycat
- Mouser

Terms for body parts of animals

A lot of animals have common features, such as the ability to always steal our hearts! However, for each species' unique features, we need to be accurate when writing about them so that our customers know what each product is for. Remember that:

- Dogs, cats, and birds have claws, not nails
- Dogs have a coat or hair, not fur
- Birds have feathers, not fur
- Fish have scales, not armour

Use of subjective tone for unwanted dog behaviours

Sometimes, dogs have behaviours that their humans don't like. Maybe they try to chat (or bark) too much. Maybe they've nipped fingers one too many times.

A dog's behaviour is instinctual. In a product listing, do not call a dog's behaviour any of the following terms:

- Unnatural
- Annoying
- Inconvenient

Do not blame the dog for displaying certain behaviour. Instead, you should highlight the customers' perspective on the dog's behaviour. That way, you avoid blaming the dog for their natural instincts.

Example:

Inspired by nature, using a pet corrector spray quickly and simply distracts your dog from unwanted behaviours like barking, jumping up, being aggressive, place avoidance or stealing food.

Consistency conventions for web versus print

To make sure our customers recognize our voice, we have consistency conventions across our website and print. After all, we always provide the best for pets, no matter where their owners see our content.

Some conventions are the same across our website and print, such as:

- Using inclusive language
- Writing with a friendly, helpful tone
- Using certain abbreviations to make products easier to understand

However, due to design differences, we need to adjust our writing process when creating content for our website versus our print.

Our tool for writing on our website

Our product availability and listings are always updating as we introduce new stock. Additionally, our writers use Windows, Mac, laptops, and desktops; we need to use a tool that supports us all.

We use Extensible Markup Language (XML) to write our website content. We can share and access XML files no matter what computers we use.

Additionally, XML's format is standardized, so we can parse through each other's work to provide edits.

Don't let XML intimidate you—it's not a coding language, so if you have no coding experience, that's okay. You can organize your XML document however you want.

Be sure to ask your manager and colleagues for help while you're learning XML. We're here to help our customers, pets, and coworkers alike.

Our tool for writing on our flyers and catalogues

Our flyers and catalogues use a lot of design elements. For example, we use:

- Different colours for different kinds of text (for example, discount versus product name text)
- Shapes and text overlaid onto other elements to create a detailed product feature
- Pictures of products overlaid onto other elements

To keep our writers on the same page (literally and figuratively), we use Adobe InDesign for our flyers and catalogues. We can share InDesign files to collaborate.

Additionally, InDesign supports element overlays and XML, so our writers can design and exchange text without issue.

Chapter 3:

Editorial

Standards

Our website copy should clearly represent our friendly and familiar approach to customers and their need for pet products.

The following guidelines give you an idea of the editorial standards we have here at Pet Valu. Keep these guidelines in mind when you write so that you can capture the voice that we strive for.



Use of different verb tenses

Always use present-tense verbs to convey that actions are happening now. We want readers to appreciate that information is presently applicable to them.

Use past-tense verbs sparingly and only to quote specific past events.

Use future-tense verbs only when writing about solving problems.

Example:

If you join the "Your Rewards™" membership, you will have the option to join our email list.

Stick to active voice as much as possible.

Passive voice should be used sparingly and only if the sentence structure would be awkward in active voice.

Example:

✓ If you log in and add items to your cart, they are saved with your account.

X If you log in and add items to your cart, your account saves them.

Use of pronouns for people

The aim of Pet Valu's content is to enrich pet parents with guides and tips.

Use second person pronouns (you, your). The use of second person lets us talk directly to the reader.

Only use third person pronouns (they, he, she) in articles that talk about a specific person.

Limit your use of plural first person pronouns (we, us, our) when you write content for our customers.

Never use singular first person pronouns (I, me, my).

Note: You can ignore these guidelines in direct quotations or hypothetical scenarios.

Use of pronouns for pets

Our pets are part of our family. Don't objectify them by using the pronoun "it." Instead, use "they" when you don't know the pet's sex.

Example:

Performatrin Prime Sensitive Skin & Stomach Salmon & Oatmeal Formula Adult Dog Food is formulated to nourish your dog's skin for a healthy coat and support digestive health, while still meeting their specific daily energy and nutrient requirements.

When you do know the pet's sex, you can refer to the pet as a "girl" or "boy." You can also refer to the pet as "female" or "male."

Example:

Celebrate your girl's special day with Bailey & Bella Birthday Girl Tank with Tutu that's sure to get the party started.

Use of punctuation in sentences

Punctuation is important to sentence structure. Your use of punctuation can determine whether a sentence is clear or confusing—using it effectively will help our readers understand our message!

Apostrophes

Apostrophes have many use cases. Make sure you put apostrophes in the right spot so that your sentences say what you want them to say.

Dos:

Use apostrophes to denote missing letters in contractions.

Example:

we've
doesn't
I'd

Use apostrophes to form possessive cases of nouns.

Example:

- X For Lisas wedding
- X Humane Societys rescue efforts
- X Pet Valus Director of Private Brands

- ✓ For Lisa's wedding
- ✓ Humane Society's rescue efforts
- ✓ Pet Valu's Director of Private Brands

Don'ts:

Don't use apostrophes for the possessive case of it.

Example:

- X A pet with a lot of pride in it's carefully groomed glossy coat.
- ✓ A pet with a lot of pride in its carefully groomed glossy coat.

Don't use apostrophes to form the plural case of a singular noun.

Example:

- X Pet's may become impatient.
- ✓ Pets may become impatient.

Don't use apostrophes to denote a possessive pronoun.

Example:

- X Both your's and your pets.
- ✓ Both yours and your pets.

Colons

We have lots to say about lots of products—our sentences can get pretty long. We use commas to break up our sentences for readability.

Use a colon at the end of a phrase or sentence that directly introduces a list.

Example:

For any transitional time in your pet’s life, there are three things to have on hand: encouragement, enthusiasm, and a LOT of treats.

Use a colon to introduce a quotation.

Example:

Kaushul continues: “They're proud parents. And as COVID has receded and people are going back to work, they love spoiling their pet because they want to make sure that their pet is comfortable with that change.”

Use a colon to introduce an explanation.

Example:

A cable knit turtleneck with a super fun detail: the sequined snow globe design can be flipped to take the look from day to night.

Use a colon to emphasize or draw attention to a point.

Example:

If so, we have one word of advice: PRACTICE.

When you use a colon in a sentence, the first letter of the following word should be lowercase. Exceptions include proper nouns, brand names, products, and services.

Example:

X Think: A forgotten charger, an unexpected road closure, or the desperate need for a bathroom break.

✓ Think: a forgotten charger, an unexpected road closure, or the desperate need for a bathroom break.

Commas

Commas are a reliable punctuation mark. Make sure you follow these rules so that they continue to be reliable!

Dos:

Use a comma in a list of three or more items (Oxford or serial comma).

Example:

X Fashion should be fun, inspired and never taken too seriously.

✓ Fashion should be fun, inspired, and never taken too seriously.

Use a comma after an introductory phrase.

Example:

X In addition to those recipes there's also the Tummy Calmer.

✓ In addition to those recipes, there's also the Tummy Calmer.

Use a comma at the end of a direct quote.

Example:

X "A lot of dogs will pick up Giardia from water" says Dr. Schuilenberg.

✓ "A lot of dogs will pick up Giardia from water," says Dr. Schuilenberg.

Don'ts:

Don't use commas around phrases in brackets.

Example:

X Celebrating the friendship and love we share with them can be a planned event, (perhaps part of a human holiday like Easter or Thanksgiving), or a spontaneous one.

✓ Celebrating the friendship and love we share with them can be a planned event (perhaps part of a human holiday like Easter or Thanksgiving) or a spontaneous one.

Ellipses

Ellipses, ellipses...they may just be three dots, but we like to use them for humour.

Use ellipses to indicate a pause in thought for a friendly or humorous tone.

Example:

Pets may become impatient as they watch their people just...stand there...during the ceremony.

Use ellipses to indicate a trailing thought. That trailing thought can be funny or an important point that you want to emphasize.

Example:

Pet Valu has a ton of event-themed toys, including a very wedding appropriate champagne launcher... just be sure to avoid items that squeak!

Em dashes & hyphens

This long dash has a name—em dash! It's different from a hyphen (-) which is shorter and useful for different purposes.

Dos:

Use em dashes to create a create break in a sentence, add emphasis, or insert additional information.

Use em dashes with spaces on either side.

Example:

But we lucked out and all the venues we talked with said yes – with conditions.

Use hyphens in ranges of numbers, dates, and for denoting compound words.

Don'ts:

Don't use spaces around hyphens.

Example:

Four-legged friend.

Exclamation points

As you could probably tell, we love exclamation points! They can add a bit of fun and flair to a sentence.

We use exclamation points to evoke strong emotions or highlight important information. Use them whenever it seems beneficial!

Example:

YASSS, treats!

Periods

Periods are the backbone of our amazing paragraphs. They end sentences so that we can start new ones over and over...and over.

Dos:

End all sentences with periods.

Example:

These come in multiple stages.

Don'ts:

Don't use periods in headings, subheadings, or simple lists.

Example:

X Celebrate summer with your pet – Canadian style.

✓ Celebrate summer with your pet – Canadian style

Question marks

Wait, what's the purpose of this section again? You guessed it—question marks.

Use question marks for rhetorical questions or to reflect viewer concerns.

Example:

Dental products? Yep. Bathing and grooming solutions? You bet.

Quotation marks

Quotation marks are great for quotes and highlights. For example, we hope you find this guide “helpful” and “friendly” as you write Pet Valu's website content.

Dos:

Use double quotation marks to denote speech or a direct quotation.

Example:

“All of our apparel – sweaters, coats, even hats– are all species neutral,” Kaushul explains.

Use double quotation marks to highlight special-use words or phrases, such as slang or hyperbole.

Example:

“Scary” accessories like this bloodied axe (made far less frightening by the fact that it’s a plush chew toy).

Don’ts:

Never use single quotation marks.

Semicolons

Our paragraphs and sentences are long enough with just periods. Never use semicolons to connect two sentences together.

Example:

X Little Friends Timothy Adult Rabbit Food is an extruded product and made from Timothy Hay; the extrusion process makes the food more digestible and appetizing.

✓ Little Friends Timothy Adult Rabbit Food is an extruded product and made from Timothy Hay. The extrusion process makes the food more digestible and appetizing.

Slashes

Sometimes we use interchangeable words. Slashes can help prevent you from writing a whole new sentence, which means more space for more important stuff about our products.

Use slashes to separate alternatives or options.

Example:

Can I use the Dog Wash if I have a reactive/aggressive dog?

Use slashes when the reader can use one or all options.

Examples:

Food and/or treats.

Chapter 4:

General Branding

Elements

We are committed to trustworthy care, knowledgeable service, and a love for pets and their people.

We have general branding elements that shape how we present our brand, from logos and color use to typography. These standards ensure consistency across all platforms, whether in-store, online, or in print.



Our primary and secondary typographies

Our typography reflects our modern and approachable personality. By using legible typefaces across all platforms, we ensure readability while maintaining a clean and warm look.

Our primary typeface has the following characteristics:

- **Font Family:** Open Sans
- **Usage:** Used across digital and print materials, including the website, emails, product pages, and store signage
- **Font Weights:** Regular, Semibold, and Bold
- **Accessibility:** Chosen for its high legibility on screens and at smaller sizes.

Our secondary typeface is optional for headlines or print. It has the following characteristics:

- **Font Family:** Libre Baskerville or Georgia
- **Usage:** For stylized headings or special campaigns when paired with the primary font.

Dos:

Maintain consistent line spacing and font sizes. Using different spacing and sizes for the same sentence or information can be confusing and hard to read.

Don'ts:

Avoid decorative or script fonts unless approved for specific marketing assets.

Never stretch, distort, or modify our typefaces.

Our colour palettes

Our colour palette is quite the multitasker. It evokes a sense of calmness, trust, and care with its mellow colouring. It also supports a clean and modern digital experience.

We consistently use the same colours across our website, mobile app, marketing materials, and in-store signage to create a recognizable and unified brand presence.

We separate our colour palette into two parts: primary and secondary/support brand colours.

Primary brand colours

Our primary brand colours create a consistent, recognizable experience when our customers interact with or read certain elements in our copy and website.

Figure 4.1 shows you Pet Valu’s colours and their hex codes.

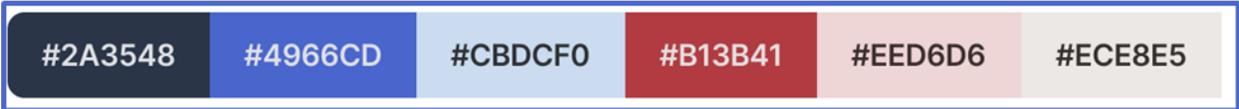


Figure 4.1: Pet Valu’s colour palette

Apply each colour according to its intended use to maintain visual clarity and brand integrity. Table 4.1 shows you the uses of our red and blue colours.

Colour Name	HEX	Usage
Pet Valu Red	#B13B41	Buttons, links, promotional highlights, alerts
Pet Valu Blue	#2A3548	Headers, body text, background accents

Table 4.1: Our primary brand colours

Secondary and support colours

Our secondary colour palette enhances usability and hierarchy. This colour palette identifies what's not clickable, such as backgrounds and subtle highlights.

Table 4.2 shows you the uses of our secondary colours.

Colour Name	HEX	Usage
<i>Light Blue</i>	<i>#4966CD</i>	<i>Interactive elements, secondary buttons</i>
<i>Lighter Blue</i>	<i>#CBDCF0</i>	<i>Background fills, hover states, light accents</i>
<i>Pink</i>	<i>#EED6D6</i>	<i>Highlight areas (such as informational panels), soft visual accents</i>
<i>Beige</i>	<i>#ECE8E5</i>	<i>Section backgrounds, neutral UI areas</i>

Table 4.2: Our secondary brand colours

When you put text on a coloured background, make sure there's sufficient contrast between the text and background. This ensures our content is readable and accessible.

Don't introduce new colours unless they're pre-approved for seasonal or campaign-specific usage.

Note: Colour should never be the sole way information is conveyed. Use labels, icons, or patterns alongside colour to support users with visual impairments or colour blindness.

Chapter 5:

Product

Vocabulary

As you might have guessed, we sell a lot at Pet Valu. A lot.

To explain the nuances of each product, we need to use specific but understandable language. That way, we can make sure our customers always know what they're getting when they shop with us.



Terms for aquatic and waterproof products

Some pets love water, some hate it, and some live in it. Whatever the case may be, products for aquatic versus land pets have different terms for how waterproof they are.

Products for aquariums, such as heaters, are “submersible.” Customers can immerse submersible items in water for as long as they need to.

Example:

Fluval P Series Submersible Aquarium Heater is designed for freshwater and saltwater aquariums, is fully submersible and offers a safe shatterproof polymer construction.

Products for land pets, such as certain toys, can be “waterproof.” Customers can immerse waterproof items in water for a short period of time.

Example:

Canada Pooch Waterproof Forest Green Dog Leash is the best waterproof dog leash for any adventure.

Terms for chemicals in our products

Our customers use the word “chemicals” as a colloquial catch-all for additives in products. You may hear our customers saying they want to avoid chemicals for their pets’ health.

You can use “chemicals” when you write about non-food products, such as cat litter.

Example:

Fur-esh, gentle scent, but the litter doesn't use harsh chemicals or perfumes to mask odors.

When you write about food products, be specific about the additives that the product does not have. We can identify the following common additives for our customers:

- No artificial colours or flavours
- No preservatives
- No hormones
- No antibiotics
- No steroids

Example:

Weruva Jammin' Salmon with Chicken & Salmon in Pumpkin Soup Dog Food is made with tomatoes, green peas and sweet potato in a pumpkin soup-made without added antibiotics or hormones.

When you write about products for fish, make sure to use the names of chemicals.

Water that we drink contains chemicals that fish can't tolerate in their habitat. Our customers should know that our fish products eliminate the following chemicals:

- Chlorine
- Chloramine
- Heavy metals

Example:

API Tap Water Conditioner neutralizes chlorine, chloramines and other chemicals to make tap water safe for fish.

Terms for pet food

We are quite the caterers at Pet Valu—we sell food for many types of animals and dietary needs.

Some animals prefer or require wet food since it's easier to swallow and has a different flavour profile than dry food. When talking about wet food, you should refer to it as:

- Wet food
- Pate

Do not refer to wet food as:

- Slop
- Mush
- Soft food

Some animals prefer or require dry food since it's better for their dental health. Additionally, some pets love using food puzzles to get their food for thought and food for belly.

Use the following terms to refer to dry food:

- Dry food
- Kibble (for dogs and cats)
- Pellets (for small pets like fish, chinchillas, guinea pigs, and more)

Some customers like to give their pets' meals a little pizzazz with meal toppers. Customers can use meal toppers to add a different flavour or texture without changing their pets' diet.

Meal toppers are part of a whole and yummy meal—do not refer to them as an “extra” or an “additive.” Those terms imply that toppers are unhealthy or excessive.

Terms for pet equipment and accessories

Going on adventures with your pet is always a fun time—there's a reason why we have whole catalogues about it! We help our customers plan their next adventure by selling pet equipment and accessories.

Our customers can use these products to give their pets:

- Identification markers if they get lost
- Safe transportation equipment when the customer takes their pet outside or sits in vehicles
- Safe spaces in the home
- Comfortable habitat areas in the home

For identification markers, customers use a strap around the neck of their pet. This strap is known as a collar. Do not refer to a collar as a:

- Necklace
- Neckband
- Choker

For safe transportation, our customers carry their pets in a spacious box known as a carrier. Do not use the following terms to refer to a carrier:

- Backpack
- Kennel
- Cage

Some customers who drive like to use a tether to connect their dog's harness to the car's seatbelt. Do not refer to a tether as a “seatbelt attachment.”

Some dogs like to sit in their own closed space by using a crate. The crates that we sell are metal, rectangular enclosures. They have a door and an area for the dog to sit in for hours at a time.

Customers also like to train their dogs to use crates. Some dogs like to sleep in them or use them while their human is out and about.

Crates are a safe space for a dog. Do not refer to a crate as a “cage.” That word can imply that the dog is in there by force.

Abbreviations of product ingredients or features

We love knowing what we give to our pets, so we’re thorough with our ingredient and feature lists. However, these lists can be hard to read. Besides, our customers are usually looking for specific ones to include or avoid in their pets’ lives.

To make it easier for our customers to scan our products, we abbreviate the following ingredients or features.

Abbreviations of nutrients

Nutrients are the heart of our food products—and good ones power the hearts of our pets! The good ones are also long, so let’s help our customers recognize them with short forms.

You can shorten long nutrient names into three-letter abbreviations. After the abbreviation, make sure to add the vitamin’s full name in brackets.

Abbreviated nutrients include:

- EPA (Eicosapentaenoic acid)
- DHA (Docosahexaenoic acid)

Example:

Royal Canin Aging 12+ helps support the delicate joints of an aging cat through high levels of EPA (Eicosapentaenoic acid) and DHA (Docosahexaenoic acid).

Abbreviations of chemicals in plastics

Some customers believe that certain plastics aren’t the best choice for their pets due to their potential toxicity. For example, BPA (Bisphenol A) in plastic products may disrupt hormones and gut bacteria. See [Bisphenol A \(BPA\) in the serum of pet dogs following short-term consumption of canned dog food and potential health consequences of exposure to BPA](#) to learn more about the possible effects of BPA exposure on dogs.

We abbreviate chemicals in plastics since customers know these chemicals by their abbreviations instead of their full names.

Abbreviation of BPA

BPA (Bisphenol A) can either be a hard, clear plastic or a molded soft plastic. Due to BPA’s versatility, many plastic products for pets can contain this chemical, such as:

- Containers and bowls for food or water
- Food packaging
- Bird baths
- Toys
- Litter pans

However, to align with our customers' needs, many of our products do not contain BPA. In our plastic products, we highlight their lack of BPA.

When mentioning BPA, you can use the term by itself—you do not have to include Bisphenol A, the chemical's full name.

Refer to the product as "BPA-free."

Use a hyphen to connect "BPA" and "free."

Example:

Van Ecoware Raised Grey Cat Bowl is crafted from 47% plant material that is BPA-free.

Don't use a space to separate "BPA" and "free."

Abbreviation of PVC

PVC (polyvinyl chloride) is a durable plastic material. Amongst our products, you can find PVC in:

- Leashes and collars
- Tubing for aquariums
- Pet pools and doors
- Heated beds

When referring to PVC, you can use the three-letter abbreviation.

Refer to PVC only as PVC.

Don't include PVC's full name after its abbreviation.

Example:

Super soft PVC is used on the exterior to ensure the bed doesn't absorb water and stay wet like a fabric bed would.

When highlighting a product's lack of PVC, use "PVC-free." Use a hyphen to connect "PVC" and "free." Do not use a space to separate "PVC" and "free."

Example:

PetDreamHouse PAW 2-in-1 Slow Feeder & Lick Pad combination is PVC-free.

Abbreviations of thermoplastics

Thermoplastic rubber (TPR) is a rubber-like plastic that is strong, durable, and easy to mold. Chewy dog toys are made from this material since it can withstand even the greatest gnawer.

To make sure our customers find the right dog toy material, abbreviate thermoplastic rubber as TPR. You do not need to include TPR's full name.

Example:

FouFit Hide 'n Seek Tug-O-Rope Stick Dog Toy is a new soft and durable TPR toy that is loaded with interactive features.

Chapter 6:

Reusable

Content Blocks

Pet Valu manages a large and growing library of content across our website, mobile, print, and in-store channels. We know it can get tiring to write the same thing over and over, especially when you want to just go play with your pet.

That's why we use reusable content blocks (like product descriptions, service blurbs, and support messages). We write these once and reuse them in multiple places. This approach ensures accuracy and saves time.

We reference approved blocks that we maintain in our content management system (CMS) or documentation hub.

Common content types that are structured for reuse across Pet Valu's digital and print content include:

- Company-level content
- Company overview / About Pet Valu
- Mission and values statement
- Sustainability and community impact blurb
- Contact information and store locator
- Loyalty program (Treats Rewards) description



Reuse of product descriptions

We use product descriptions to give customers a quick overview of what the product is, who it's for, and why it's worth considering.

Reusing well-crafted content helps you to:

- Maintain a consistent voice and tone
- Reduce time spent on updating content in multiple places
- Improve localization efficiency
- Speed up onboarding for new writers, designers, and translators

You can find the following components in our product description blocks:

- Opening benefit or main purpose (what problem it solves or what makes it useful)
- Unique or awesome characteristics (for example, natural ingredients, vet-recommended, Canadian-made)
- Pet type suitability (for example, best for senior cats or small breed dogs)
- A paragraph that is 4-6 sentences long

Example:

Burt's Bees Oatmeal Dog Shampoo is made with some of nature's finest ingredients for your peace of mind and a happy dog. Tap into nature's power with this gentle shampoo made with colloidal oat flour to deeply moisturize dry skin and honey to give fur a super shine.

The product description also includes a little Product Type section to categorize a product.

Each product must be categorized by both:

- Pet Type
- Product Type or attributes

Examples:

Pet Type: Cat

Product Type: Clumping, Clay Litter

Pet Type: Dog

Product Type: Grain-Free Dry Food

Pet Type: Small Animal

Product Type: Bedding, Aspen

Reuse of feeding instructions

The Feeding Instructions block helps pet parents feed their pets the right amount of food based on their pet's age, weight, and dietary needs.

The feeding instructions are required for all food, including treats, toppers, supplements, and nutritional products.

You can find the following components in our product description blocks:

- Portion recommendations by weight, breed size, or life stage.
- Specific feeding frequency (daily, per meal, as needed).
- Indication of intermittent or supplemental use only.
- Calorie content per unit or serving, when available.
- Make sure to use tables or bullet points for clarity and readability.

Reuse of featured ingredients in a food product

To inform customers about what's in a food product, we use a few conventions in our ingredient blocks to keep things consistent.

Make sure to:

- Include ingredients that are on the product's label
- List ingredients as printed on the label
- Include a separate Guaranteed Analysis as provided by the product's manufacturer

You can also include optional fields like:

- Free-from statements

Example:

No corn, wheat, or soy

- Ingredient origin

Example:

Made with Canadian chicken

- Additives or preservatives

Example:

Performatrin Naturals Chicken Recipe Pate Adult Cat Food harnesses the power of all-natural ingredients, fortified with Omega Fatty Acids, Vitamins, and Minerals

Reuse of the Top Rated section

We like to put a spotlight on what our customers like. We do this through a Top Rated section.

This block helps customers quickly identify high-quality, community-approved items. This block also encourages product discovery across categories.

Each item in the Top Rated section includes the following components:

- Product name
- Brand name
- Price (from the lowest price to the highest price)

Example:

\$41.99 - \$363.99

- Available number of sizes
- Star rating (stars followed by the number of reviews)

Example:

★★★★☆ (122)

Table 6.1 shows you what the Top Rated section can look like.

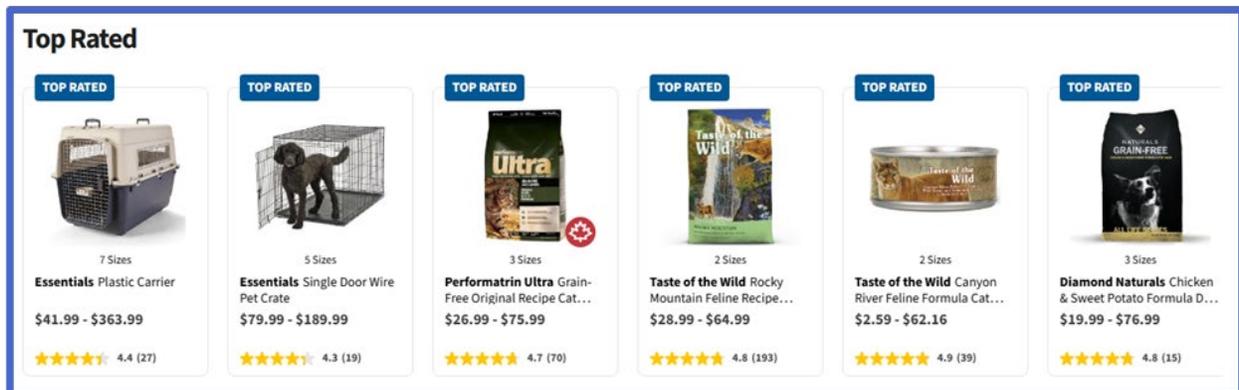


Table 6.1: Top Rated section containing products for dogs

When you write or edit short product blurbs for the "Top Rated" section, keep in mind the following guidelines.

Dos:

Keep product blurbs concise.

Write product names and brand names that match internal product records.

Speak directly to pet parents by using pet-focused language.

Example:

Grain-free kibble they love

Long-lasting chew for active dogs

Use the number of available sizes reflected in active SKUs.

Don'ts:

Don't include promotional language. We want to highlight our customers' opinions, not those of Pet Valu.

Don't manually edit star ratings. Star ratings must be live data pulled from the review system.

Tips for using reusable content blocks

Our reusable content blocks can come with a few caveats. Keep the following rules in mind for organized content block use.

Dos:

Tag and label blocks clearly in your CMS, so they are easy to find and identify by language, region, platform, and any other relevant categories.

Use the most current version of a content block. Check for content updates before publishing reused content.

Don'ts:

Don't edit core blocks locally. Changes must be made at the source and approved through content governance workflows.

Don't edit or delete a content block if it doesn't meet your needs. Instead, request a variant.

Don't use time-sensitive language like "New" or "Just launched."

Don't reference stock levels or delivery timelines. They change too frequently to be used in content blocks.

Don't overwrite "Top Rated" content to add marketing flair unless approved by brand content leads.

Don't use content blocks when personalization is key. For example, content for new pet owners versus content for experienced pet parents are very different. Don't try to heavily edit a content block to suit both scenarios.

Don't use content blocks if regional or regulatory requirements differ or need to be recognized. For example, content in Quebec requires bilingual legal disclaimers.

Chapter 7:

Use Inclusive Language

At Pet Valu, inclusive language isn't a checkbox. It's how we build trust with our community, reflect our values, and ensure everyone feels welcome in our stores, online, and beyond.

This section offers guidance on how to write clearly and respectfully for diverse audiences, including people with disabilities, different cultural backgrounds, gender identities, ages, and neurodiverse experiences.



Write respectfully about different cultures and communities

We serve customers from a wide range of backgrounds. Our language should reflect that diversity with care.

Dos:

Keep language as straightforward and accessible as possible for translation. (We can't resist using puns and wordplay, but for the most part, make sure to follow this rule!)

Be mindful of how imagery might be interpreted in different regions. What's playful in one culture might be offensive in another.

Don'ts:

Avoid references to current political conflicts.

Avoid mislabeling cultures or cultural appropriation.

Identify people before their disabilities

We acknowledge and respect the lived experiences of people with disabilities, and our language should do the same.

Dos:

Always use person-first language when possible.

Example:

✗ A hearing-impaired person

✓ A person with a hearing disability

Table 7.1 provides practical examples of how to use inclusive, respectful language towards people with disabilities.

Do	Don't
Community of pet lovers	Tribe of loyal fans
Welcome, everyone	Ladies and gentlemen
Easy-to-follow guide	Foolproof / No-brainer

Table 7.1: Examples of terms that you should and should not use for people with disabilities.

Don'ts:

Don't mention a person's disability unless it's essential to the content or story.

Refrain from using "abnormal" or "unhealthy" to describe people with disabilities.

Guidelines for neurodiversity-inclusive content

Pet Valu values inclusion for all pet owners, including pet owners who are neurodivergent. This may include individuals with ADHD, autism, dyslexia, or other cognitive differences.

While our accessibility policies focus on physical and digital access, the way we write also plays a role in creating a welcoming environment. The points below can be used in customer content to help support respectful and inclusive language.

Dos:

Refer to people as customers, team members, or individuals, not as conditions.

Use clear, respectful, people-first terms.

Example:

Person with ADHD

Neurodivergent individual

Person on the autism spectrum.

Don'ts:

Don't suggest someone is broken, unwell, or "suffering from" a condition.

Guidelines for age-inclusive content

We recognize that our pet owners are of all ages, so we tend to avoid calling out a person's age unless it's relevant (such as senior discounts). Mentioning a person's age can come across as unnecessary or stereotypical.

Example:

✗ Karen, 67, called customer support...

✓ Karen called customer support to share feedback on her experience.

Use gender-neutral language

Pet owners can be of any gender. Whenever possible, we use they/them pronouns when referring to a person whose gender is unknown or irrelevant.

Gendered language can unintentionally exclude or misrepresent someone. Using gender-neutral language makes sure all customers feel respected and acknowledged, regardless of identity.

Table 7.2 provides inclusive alternatives to gendered terms commonly used in greetings and references.

Dos	Don't
Person with a disability	Disabled person
Person who is neurodivergent	Autistic person (unless self-identified)
Person without a disability	Normal person
Person who is blind	The blind

Table 7.2: Gendered terms and their gender-neutral equivalents

Use specific pronouns if known. If you don't know a person's pronouns, default to "they" as a singular pronoun. We only use gendered pronouns when someone has clearly identified them.

Avoid harmful or violent language

Our words should always help. Our words should never harm.

The following guidelines give you an idea of how common can reinforce stereotypes, ableism, or aggression.

Don't use words like crazy, nuts, lame, crippled, stupid, psycho, or weird.

Example:

✗ The outage crippled our systems.

✓ The outage disrupted operations until service was restored.

Don't use exaggerated and/or aggressive language.

Example:

Slammed the drawer

Attacked the issue

Went to war on fleas

Don't swear or mention any adult content. Pet Valu is family-friendly.

Inclusive writing isn't about perfection, it's about intention. Ask yourself:

- Does this language make everyone feel welcome?
- Could this phrase unintentionally offend or exclude someone?
- Are we representing people in a way that's fair, dignified, and kind?

When uncertain, approach your writing with an open mind and willingness to learn and respect.

Chapter 8:

Maintain Content Accessibility

Clear, accessible writing is essential to helping all members of our community, including those who use screen readers or have cognitive differences.

From pet parents browsing our site to staff members reading internal materials, everyone benefits from language that's easy to follow, visually structured, and compatible with assistive technology.



Write clearly and warmly

We aim to write in a way that's clear, friendly, and easy to follow, without sounding too technical or overly simplified. Our content should reflect the care and trust pet parents expect from us.

Dos:

Keep the tone warm and helpful, not robotic.

Focus on one idea per sentence to avoid confusion.

Use plain language whenever possible. Avoid jargon, technical slang, or corporate filler.

Favor active voice over passive voice.

Example:

✗ Order statuses can be checked by customers.

✓ You can check your order status in your account.

Don'ts:

Don't use overly short or choppy sentences. Clarity doesn't mean you have to be cold.

Write for people with low vision

Screen readers interpret content differently than sighted users. Visual cues like bold text or color don't always translate. For that reason, content should be structured logically, both visually and semantically.

Dos:

Use clear headings in logical order (Heading 1, Heading 2, Heading 3).

Use bullet points or numbered lists for summaries or grouped items.

Use meaningful labels.

Example:

✗ Ready to adopt? Click here!

✓ Pet adoption is available in select stores. Learn more in our adoption guide.

Include alt text where images convey meaning.

Don'ts:

Don't write paragraphs longer than six sentences.

Don't use excessive italics for emphasis.

Don't use special characters in place of words, unless they're decorative and marked appropriately.

Don't use images of text. Always provide live, searchable text.

Use of font for visual accessibility

Writers and designers should collaborate to ensure content is visually accessible, especially on mobile devices.

Make sure that your content has:

- High contrast between text and background
- Fonts that are legible at all sizes (sans-serif fonts)
- No information that is communicated through colour alone
- A short text explanation that summarizes the key point of an image or graphic (for example, a chart)

Use simple language

Some users may experience difficulties with memory, attention, or processing complex instructions. Clear, step-by-step writing supports their understanding of our content.

Dos:

Break down instructions for in-person activities into digestible steps.

Use friendly and predictable headings, so users know what to expect.

Don'ts:

Don't use sarcasm in critical instructions.

Chapter 9:

Language for Localization and Translation

Diversity is important at Pet Valu. It's why we cater to so many animals, and it's why our business thrives with our diverse workforce.

Our content should follow a format which can be easily translated (for the most part). The following guidelines outline how our content is written for translation.



Guidelines for sentence structure that's easy to translate

As we work on expanding to Quebec, we try our best to make our website content translatable and consistent with Pet Valu's friendly, informative tone.

Dos:

Write in a clear, active voice.

Address customers directly using "you" and "your."

Example:

X The user may track their order online.

✓ You can track your order in your account.

Use precise, straightforward wording.

Example:

X You might not have your order for a few reasons.

✓ You may not have received your order due to shipping delays or out of stock items.

Use consistent terminology across the website.

Example:

X Past Orders

✓ Order History

Stick to standard English sentence structure (subject + verb + object) as much as possible.

Place the main subject and verb early in each sentence.

Example:

X To the pet store, she went with her dog.

✓ She went with her dog to the pet store.

Don'ts:

Don't use ambiguously placed pronouns like "it," "they," or "this." Refer to the specific noun used in the last sentence.

Example:

X The courier will leave it outside.

✓ The courier will leave the package at your door.

Write in present tense for translation

Give careful attention to uses of tenses when writing for translation.

Use present tense and active voice as much as you can.

Include different units of measure

When writing units of measure for different regions, make sure to include imperial and metric measurements.

Figure 9.1 shows a customer using the imperial measurement for a food product.

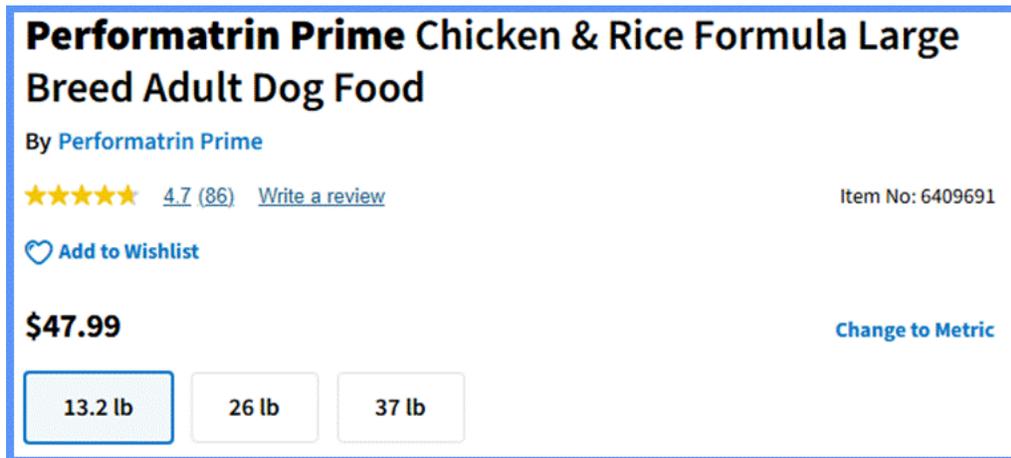


Figure 9.1 Weight measurements written in imperial pounds

Figure 9.2 shows a customer using the metric measurements for a food product.

Permatrin Prime Chicken & Rice Formula Large Breed Adult Dog Food
By [Permatrin Prime](#)
★★★★★ 4.7 (86) [Write a review](#) Item No: 6409691
[Add to Wishlist](#)
\$47.99 [Change to Imperial](#)
6 kg 11.8 kg 16.7 kg

Figure 9.2: Weight measurements written in metric kilograms

Use consistent date formats

Keep dates and times clear and unambiguous to avoid confusion in translation to other languages.

Write names of months and days of the week in full. Use the full four-digit year.

Example:

X May 27, 25

✓ May 27, 2025

Spell out the day of the week and add it in front of the month using a comma.

Example:

X Tues, May 27, 2025

✓ Tuesday, May 27, 2025

If providing only the month and year, do not use a comma.

Example:

X Pre-orders for the Permatrin Prime dog food begin in August, 2025.

✓ Pre-orders for the Permatrin Prime dog food begin in August 2025.

If using a date in the middle of a sentence, use a comma after the year.

Example:

✗ In August 02, 2025 pre-orders for the Performatrin Prime dog food begin.

✓ In August 02, 2025, pre-orders for the Performatrin Prime dog food begin.

If using a date with only month and year in the middle of a sentence, do not use a comma after the year.

Example:

✗ In August 2025, pre-orders for the Performatrin Prime dog food begin.

✓ In August 2025 pre-orders for the Performatrin Prime dog food begin.

Use consistent time formats

Use these formatting rules when writing time-related content across the Pet Valu website.

Dos:

Use the 12-hour clock format.

Example:

9:00 AM

3:30 PM

Use "noon" and "midnight" only when the context is unmistakable.

Example:

Store pickup is available until midnight.

Keep time intervals clear by using numbers.

Example:

Your order will be ready 20-30 minutes later.

Capitalize AM and PM, and leave one space after the time.

Example:

✗ 4:00pm or 4:00PM

✓ 4:00 PM

Always include :00 for round hours. Keep the minutes.

Example:

X 11 AM

✓ 11:00 AM

Write local times only, unless your content applies to multiple regions.

Example:

Customer Care is available from 9:00 AM to 4:00 PM (local time).

If you need to include a time zone, spell out the full name and include the Coordinated Universal Time (UTC) offset.

Example:

Pacific Standard Time (UTC-8)

Eastern Daylight Time (UTC-4)

In *Table 9.1*, we outline how to format time-related information consistently across Pet Valu's website. Whether referring to store hours, appointment windows, or scheduled services, using clear and familiar formats helps customers easily understand availability and timing.

Context	How to Format
Store hours	<i>Monday to Friday, 9:00 AM–9:00 PM</i>
Time window for AutoShip	<i>AutoShip orders process at 2:00 PM daily.</i>
Appointment time range	<i>Grooming appointments may take 30–45 minutes.</i>
Multiregional event	<i>Live chat opens at 12:00 PM Eastern Daylight Time (UTC-4).</i>

Table 9.1: Formatting of time-related information

Don'ts:

Don't use time zones unless absolutely necessary.

Don't use time zone abbreviations like PST or EST without clarification.

Best image formats for translation

Images used on the Pet Valu website, including infographics, banners, and tutorials should be optimized for translation and localization.

Dos:

Make sure any special characters you use are not cultural symbols. Using cultural symbols might cause unintentional offense or confusion.

Add alt text to all informative images. The alt text should only convey essential information and shouldn't include idioms, metaphors, or puns.

Write concise, descriptive alt text for all images that convey essential information.

Skip decorative images. These should be marked as empty (alt="").

Don'ts:

Don't use text in images used in articles.

Don't use screenshots as they are hard to translate.

Consider cross-cultural meanings of colours

Colours carry cultural, religious, and political meanings. To maintain a welcoming and neutral design, use the following guidelines.

Dos:

Use Pet Valu brand colours as defined in our digital style guide.

As always, ensure sufficient contrast between colours for accessibility and legibility.

Don'ts:

Don't use colour combinations that resemble flags. For example, red and yellow resembles the flag of Vietnam, so you should avoid this colour combination.

Works Cited

<https://www.thekennelclub.org.uk/health-and-dog-care/health/health-and-care/a-z-of-health-and-care-issues/>

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