# Elara Caring

## Branding Playbook

# Elara Caring Style Guide

The Elara Caring brand utilizes clean lines, colors, and fonts.

When using the logo and its alternative versions, it is important to stay consistent and aware of space. Make sure there is room for the logo to live and not become overcrowded or illegible.

The logomark (the heart) is a custom illustration, unique to Elara Caring. Using it on its own is encouraged when applicable.

The logo font, Artista 2.0 Light is to be used for logo treatments while different weights of Helvetica Neue are used to accompany it where deemed necessary.

The primary brand colors work together to create a grounded, positive, inviting setting. The use of gradients on its color scale is invited, but be conscious when adding accent colors to keep this tone consistent.

When the logo is put on colored backgrounds it is best practice to use an all-white version so as not to lose the logo.

## FONTS

### Internal Communications
Power Point • Email
Word Documents • Excel

### TITLES
**Arial Bold**

### BODY
Arial

### External Communications
Brochures • Website
Marketing Materials •   Forms
May Also Utilize:

### TITLES
**Montserrant Bold**

### BODY
**Montserrant**
Century Gothic

## DIVIDING MARKS
**When Possible Use:**
Centered Dot/Interpunct •
or Horizontal Line/Ibar |

For Example:
Home Health • Hospice
Home Health | Hospice

Vice President • Hospice
instead of
Vice President, Hospice

These dividing marks can replace commas, and other traditional dividing marks in headings, titles and lists as long as meaning remains clear.

Sentences/paragraphs require traditional grammatical symbol use.



OVER LIGHT BACKGROUNDS

OVER DARK BACKGROUNDS



PARTNER



BRAND COLORS

CMYK

| | |
|---|---|
| **Pantone** P 103-16 U | **Pantone** P 88-6 U |
| HEX #1F2B5D | HEX #A862A8 |
| **C** 100   **R** 31 | **C** 36   **R** 168 |
| **M** 93   **G** 43 | **M** 73   **G** 98 |
| **Y** 32   **B** 93 | **Y** 0   **B** 168 |
| **K** 28 | **K** 0 |

PMS

| | |
|---|---|
| **Pantone** 2767 | **Pantone** 2583 |

COORDINATING COLORS

| | |
|---|---|
| **Pantone** Cool Gray 9 | **Pantone** 257 |
| Hex 76777a | Hex c7a0ce |
| **C** 56   **R** 118 | **C** 20   **R** 199 |
| **M** 47   **G** 119 | **M** 40   **G** 160 |
| **Y** 44   **B** 122 | **Y** 0   **B** 206 |
| **K** 10 | **K** 0 |

## Email Signature Lines

A Word template is available to ensure standard and approved format is used. Users can cut and paste from template into the Outlook signature field.

Remember that the goal of a business card and a signature line is to provide the reader with the most direct line of contact to the sender.  Use as few contact points as possible.  Don't make the reader have to "guess" which number is the best to use. This is why our template only includes space for 2 phone numbers.

Font: Arial, except for the Legal  statement which is Calibri.

Complimentary Close: Can be customized to users preference (For Example: Best, Sincerely, Thank You, etc.).

Contact Numbers: Choose 2 of the following:
- Cell, use lower case "c" as identifier
- Office, use lower case "o" as identifier
- Fax, use lower case "f" as identifer
- If only using one number no identifier is needed.

Do not alter font, size, colors.

Background of email should be white.

Do not add personalized or other information to your signature line (For Example: quotes, taglines, logos, images, etc.).

## Anatomy of an Elara Email Signature Line



**Complimentary Close**

Best,

**Logo**

Great Lakes Caring
Part of the Elara Caring Network

**First Last, RN | Title** ← **Name, Credentials | Title**

c 555.555.5555 | f 555.123.1234 | flast@jhsi.com ← **2 Contact Numbers | Email**

Right Care • Right Time • Right Place ← **Mission**

EMAIL NOTICE: This communication may contain sensitive information. If you are not the intended recipient or believe that you have received this communication in error, do not copy, retransmit, disseminate, or otherwise use the information. Respond to the sender that you have received this e-mail in error and delete the copy you received.

**Legal**

## Elara Caring Paint Specs

Paint Color, versus color on a computer screen, versus color printed from a color copier will all vary.

The paint color you see on the screen when you look at the Sherwin Williams website will probably NOT appear to be the same as the color swatches displayed to the right.

The paint colors that have been selected may be a "tone" or "wall appropriate" variation of the original logo color.

Paint colors, finish and paint brand should NOT be altered without explicit consent in writing from the Creative Director/Marketing Department.

If your office has specific design challenges or unchangeable color components that will clash with the color scheme, please contact smerrifield@jhsi.com for consultation.

All paint, design, signage, redesign projects must be design and budget approved prior to implementation.
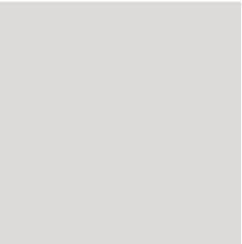
Sherwin Williams
Essential Gray
240-C2
SW 6002
Latex
Eggshell

**Primary Color.**
**Can be used in hallways and on majority of walls.**
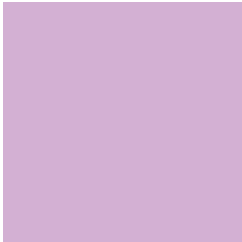
Sherwin Williams
Elation
182-C1
SW6827
Latex
Eggshell

**Primary Color.**
**Can be used in hallways and on majority of walls.**

Sherwin Williams
Dovetail
244-C5
SW 7018
Latex
Eggshell

**Accent Color.**
**Should always be used on the wall behind the Elara Caring logo.**
**May be used on one wall in offices.**

Sherwin Williams
Kismet
182-C5
SW 6830
Latex
Matte

**Accent Color.**
**Should be used sparingly for "pops" of color, (For Example: columns, small wall, accent wall, dividers, etc.)**

Sherwin Williams
Dignified
186-C7
SW 6538
Latex
Matte

**Accent Color.**
**Should be used as accent color on one or two walls in an office space, (For Example: one wall in large conference room, or one wall in a large office.)**

# Front Door Signage

Due to the variation in front door configuration, adjustments may need to be made to accommodate color, placement and content for front doors.

- Arial font (Regular and/or Bold) may be utilized. No italic.
- Use Pantone color match from page 2.
- Whenever possible use the full color Elara logo.
- Whenever possible use white or gray lettering.
- All signage proofs must be reviewed and approved by the marketing dept. Send to marketing@greatlakescaring.com.

- **Include:**
  - Address
  - Hours of Operation
  - Content Required by Building Manager
- **Do NOT Include:** (unless required by compliance or local management)
  - This is a Non-Smoking Facility
  - After Hours Phone Number
  - Additional Information
  (These additional pieces of information may be displayed inside the office space if needed.)

Elara Caring
500 Main Street • Ste 3600
Dallas • TX • 75138

**Hours of Operation**
Mon-Fri • 8am - 5pm

Elara Caring
500 Main Street • Ste 3600
Dallas • TX • 75138

**Hours of Operation**
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## Partner Logos
## Transitional Logo Use

Initial branding transition to begin on 11.01.2018.

Agencies will begin use of their respective "Part of the Elara Caring Network" logo in lieu of their original logo.

This format allows for current dba name to proceed unchanged, while concurrently introducing the Elara Caring name and branding style.

As collateral is depleted, and items reprinted/developed, the new "Partner Logo" should be used. It is understood, and expected, that printed collateral with the "old" logo will be used until depleted, or until notice is given to destroy. This process may take 6 months or more. It will not be uncommon for an office to have some brochures with the "old" logo, and some with the "new".

The "old" logo and the "new" logo should not be placed together on any piece of collateral.

Current inventory of business cards, giveaway items, forms, marketing and patient collateral, signs, etc. must be exhausted prior to ordering replenishment items.

**Accredited Health Services**
Part of the Elara Caring Network

**Allen Health Care Services**
Part of the Elara Caring Network

**Aspire · Home Care · Hospice**
Part of the Elara Caring Network

**Cima Hospice**
Part of the Elara Caring Network

**Great Lakes Caring**
Part of the Elara Caring Network

**HCIPS Community Care Services**
Part of the Elara Caring Network

**HealthCare Innovations**
Part of the Elara Caring Network

**Jordan Health Services**
Part of the Elara Caring Network

**Jordan Hospice Services**
Part of the Elara Caring Network

**Medical Resources Home Health**
Part of the Elara Caring Network

**MediStar Home Health**
Part of the Elara Caring Network

**MedSource Home Health**
Part of the Elara Caring Network

**Mission Hospice**
Part of the Elara Caring Network

**National Home Health Care Corp**
Part of the Elara Caring Network

**National Senior Care**
Part of the Elara Caring Network

**New England Home Care**
Part of the Elara Caring Network

**PrimeCare Home Health**
Part of the Elara Caring Network

**Pyramid Home Health Services**
Part of the Elara Caring Network

**Rose of Texas Hospice**
Part of the Elara Caring Network

**Ross Health Care Services**
Part of the Elara Caring Network

**Thompson Home Health**
Part of the Elara Caring Network

**Tri-County Home Health**
Part of the Elara Caring Network

**Tri-County Hospice**
Part of the Elara Caring Network

## Which Logo Do I Use?

Certain local brands fall under the umbrella of a different brand, and in some markets these brands have been used collectively and/or side by side.

This guide shows which sub-brands may also use the larger "umbrella" brand to reduce the number of brands in use on one piece of collateral/email signature, etc.

# Elara Caring

The standalone Elara Caring logo is currently in use for corporate employees ONLY.

Employees must cross enterprise lines in order to use the Elara Caring logo alone.

Employees designated as "corporate" may use the Elara logo for:

- email signature
- business cards
- presentations
- letterhead

## National Home Health Care Corp
### Part of the Elara Caring Network
- Accredited Health Services
- Allen Health Care Services
- Medical Resources Home Health
- New England Home Care

## Jordan Health Services
### Part of the Elara Caring Network
- Aspire Home Care and Hospice
- HCIPS Community Care
- HealthCare Innovations
- MedSource Home Health
- MediStar Home Health
- National Senior Care
- PrimeCare Home Health
- Pyramid Home Health Serivces
- Ross Health Care Services
- Thompson Home Health
- Tri-County Hospice Services

## Great Lakes Caring
### Part of the Elara Caring Network

## Cima Hospice
### Part of the Elara Caring Network

## Jordan Hospice Services
### Part of the Elara Caring Network

## Mission Hospice
### Part of the Elara Caring Network

## Rose of Texas Hospice
### Part of the Elara Caring Network

## Tri-County Hospice Services
### Part of the Elara Caring Network

# Stacked Partner Logos •
# Alternate Format
# Left Justified

Can be used as an alternative to the standard logo in layout situations where the standard logo shape is problematic for design/formatting of content. Especially useful for digital applications or for small scale print jobs where readability of the standard logo would be impaired due to size constraints.

Accredited Health Care Services
Part of the Elara Caring Network

HCIPS Community Care
Part of the Elara Caring Network

MediStar Home Health
Part of the Elara Caring Network

Allen Health Care Services
Part of the Elara Caring Network

HealthCare Innovations Services
Part of the Elara Caring Network

MedSource Home Health
Part of the Elara Caring Network

Pyramid Home Health Services
Part of the Elara Caring Network

Aspire Home Care & Hospice
Part of the Elara Caring Network

Jordan Health Services
Part of the Elara Caring Network

Mission Hospice
Part of the Elara Caring Network

Rose of Texas Hospice
Part of the Elara Caring Network

Tri-County Home Health
Part of the Elara Caring Network

Cima Hospice
Part of the Elara Caring Network

Jordan Hospice Services
Part of the Elara Caring Network

National Senior Care
Part of the Elara Caring Network

Ross Health Care Services
Part of the Elara Caring Network

Tri-County Hospice Services
Part of the Elara Caring Network

New England Home Care
Part of the Elara Caring Network

Great Lakes Caring
Part of the Elara Caring Network

Medical Resources Home Health
Part of the Elara Caring Network

PrimeCare Home Health
Part of the Elara Caring Network

Thompson Home Health
Part of the Elara Caring Network

# Stacked Partner Logos •
# Alternate Format
# Right Justified

Can be used as an alternative to the standard logo in layout situations where the standard logo shape is problematic for design/formatting of content. Especially useful for digital applications or for small scale print jobs where readability of the standard logo would be impaired due to size constraints.

Accredited Health Care Services
Part of the Elara Caring Network

HCIPS Community Care
Part of the Elara Caring Network

MediStar Home Health
Part of the Elara Caring Network

Pyramid Home Health Services
Part of the Elara Caring Network

Allen Health Care Services
Part of the Elara Caring Network

HealthCare Innovations Services
Part of the Elara Caring Network

MedSource Home Health
Part of the Elara Caring Network

Aspire Home Care & Hospice
Part of the Elara Caring Network

Jordan Health Services
Part of the Elara Caring Network

Mission Hospice
Part of the Elara Caring Network

Rose of Texas Hospice
Part of the Elara Caring Network

Tri-County Home Health
Part of the Elara Caring Network

Cima Hospice
Part of the Elara Caring Network

Jordan Hospice Services
Part of the Elara Caring Network

National Senior Care
Part of the Elara Caring Network

Ross Health Care Services
Part of the Elara Caring Network

Tri-County Hospice Services
Part of the Elara Caring Network

New England Home Care
Part of the Elara Caring Network

Great Lakes Caring
Part of the Elara Caring Network

Medical Resources Home Health
Part of the Elara Caring Network

PrimeCare Home Health
Part of the Elara Caring Network

Thompson Home Health
Part of the Elara Caring Network

## Horizontal Partner Logos · Minimum Print Size



**3"**

**Preferred Logo Use:** Preferred choice, should be used if at least 3" of horizontal space is available.

## Stacked Partner Logos · Minimum Print Size



**1.5"**



**1.5"**

**Alternate Logo Use:** Secondary choice, should be used when:

- Space restrictions allow < 3" of space for logo placement
- Social Media/Digital Applications which indicate a "square" logo
- As approved by Creative Dept due to layout/design/stylistic factors

## Heart Alone · Minimum Print Size



**0.5"**

**Alternate Logo Use:** Tertiary choice, should be used when:

- Space restrictions allow <1.5" of space
- As a secondary use of logo in the same document
- When an icon/emblem is needed to represent Elara Caring
- As approved by Creative Dept due to layout/design/stylistic factors

## Elara Caring Style Guide · Digital

The Elara Caring website follows brand guidelines with additional hues of gradients, and other sans serif fonts (Basier Circle, Helvetica, Arial and Lucinda).

The Elara Caring presentation template also follows brand guideslines, with Montserrat for headings/sub-headings and Century Gothic for body.
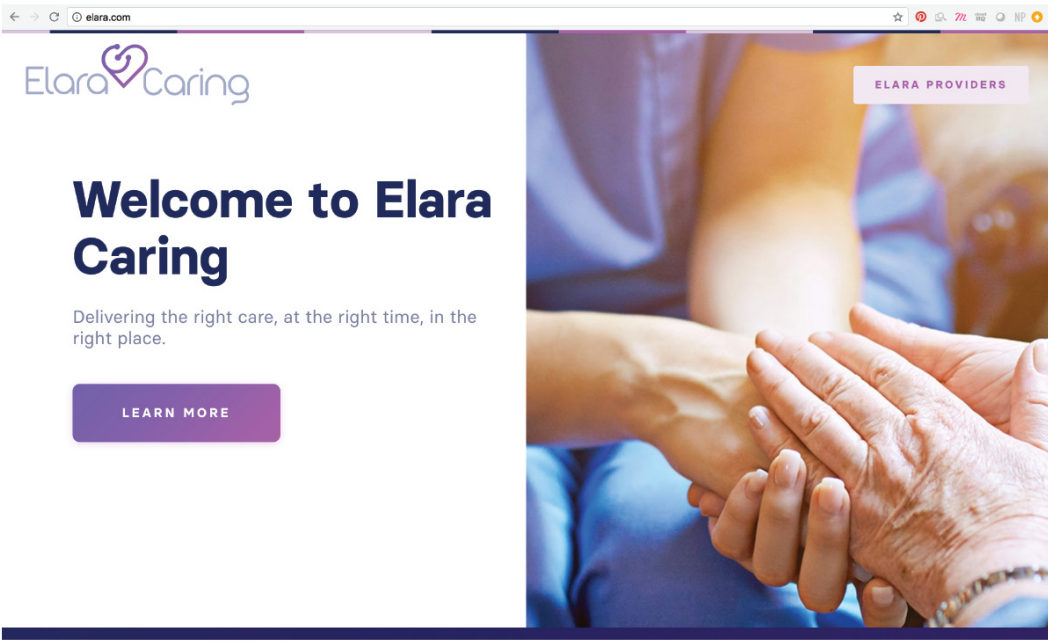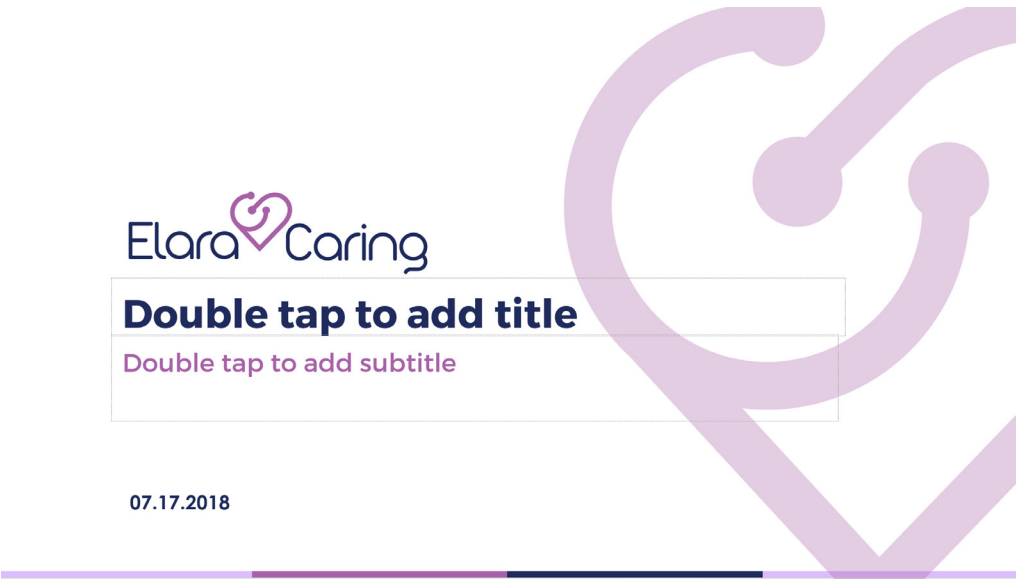
# Elara Writing
# Dos and Don'ts

# Do

**Do** know why you are creating the content and what you want to achieve using the content. Create with scalability and translations in mind.

**Do** think about your audience before you begin writing.

**Do** put your customer/patient first when writing: identify their problem and how we can fix it.

**Do** pay attention to the brand voice and word choices. Weave in the master message and core messages where applicable. Borrow words, phrases and descriptions from other brand materials where appropriate.

**Do** provide clear universal statements up front. Write conversational, clear, concise sentences.

**Do** write in the Elara style for all business purposes.

# Don't

**Don't** create content unless it helps team members or customers/patients to understand something better. No content for content's sake.

**Don't** create content that bears no reference or relation to core messages.

**Don't** use language that is inaccessible to your audience.

**Don't** bury benefits behind features.

**Don't** launch into technical detail before summarizing their relevance and benefits for your target audience.

**Don't** use jargon or specialized language unless it is appropriate. Don't invent taglines or non-approved phrases as core messages.

**Don't** use language that sounds insincere.

**Don't** use non-standard language, slang or punctuation. However, conversational contractions such as, we've, you're, it's, etc. are perfectly fine and encouraged depending on the context.

# The Inverted Pyramid

**The writing style that journalists have trusted for decades.**

## Elara Writing Best Practices

**Get to the Main Point Quickly. Front Load Keywords in your Headings and Titles.**

**Stress the Main Benefit for Patients/Problems Solved vs Features**

**Details Last**

- Aim for short and sweet rather than long and wordy
- Stick to one thought per sentence
- Create content your readers can scan and retain
- Aim for sentences under 25 words
- Vary sentence length to create an interesting flow
- 4 to 5 lines per paragraph

# Elara Writing Best Practices

### Always Write in the Active Voice
What's active voice? When a subject does an action. For example, in the phrase, "You love Elara Caring," you is the subject and love is the action.

**Active**  **Elara Caring offers home health care.**
**Passive** Home Health care is offered by Elara Caring.

### Make Your Audience the Focus
Write from the second-person 'you' customer perspectives when possible.
Talk to your customers directly.

**First Person** • I/we am/are the focus.
Our services help patients spend more time at home.

**Second Person** • Your audience is the focus. Use this case whenever possible. The recipient of the message is the preferred focal point.
**(You) benefit from a variety of Elara Caring home health care services.**

**Third Person** • The object is the focus.
Elara Caring provides patients with home health care services.

### Break Up Your Text
Create visual interest and ease-of-reading by breaking up your text to make it easier for your readers to read, and retain.

- Add headings.
- Use bulleted lists.
- Use **bold** and *italics* thoughtfully so that they stand out and have a distinct purpose.

# Appendix A
# Grammar A-Z

## Abbreviations & Acronyms

Spell out abbreviations and acronyms on the first reference and place the acronym in brackets (parenthesis). Don't use title case when writing out the acronym unless they are proper nouns, such as product names. When making an acronym plural, don't add an apostrophe before the s. For example: The Darwin Information Typing Architecture (DITA) is an XML data model for authoring and publishing.

Avoid the abbreviations i.e., e.g., etc. and vs. unless used within short callout boxes or lists. Replace them with "in other words," "for example," "versus" and "and so on" respectively.

Use a single space after periods at the end of a sentence.

## Academic Degrees

Use an apostrophe and spell out academic degrees. For example: She has a bachelor's degree.

Only use abbreviations for degrees when you need to include a list of credentials after a name. Set them off with commas. For example: Peter White, BSN, RN was the keynote speaker.

Physicians: Dr before the name or MD/DO/PhD after the name, never both. For example: Amy Adair, MD or Dr. Amy Adair; never Dr. Amy Adair, MD

Order of Credentials
1. Start with Education: Left to right by highest degree. (Highest degree is closest to name.) Note: Not all clinical categories list degree as standard practice.
2. Licensure: Left to right, in order of highest achievement.
3. Specialty: Advanced Specializations, left to right in order of relevance to current practice.
For Example: Peter White, BSN, RN, OCN. Sarah Milan, PT, MA, CCS.

## Addresses

When a number is used, abbreviate avenue (Ave.), boulevard (Blvd.), street (St.) and

directional parts of street names. For example: The suspect was identified as Michael Shawn of 1512 N. Mission St.

Spell out all generic parts of street names (avenue, north, road) when no specific address number is given. For example: Our main campus is on South Cherry Creek Drive.

## Apostrophes
Apostrophes indicate possession or missing letters.

When used for possession, singular nouns generally use both an apostrophe and an s, even if the word ends in an s. Plural nouns generally only need an apostrophe. For example: Based on Ms. Edwards's quote, Elara Caring's goal is to give back to local communities through team members' time.

Contractions are words that are shortened using an apostrophe. This writing style is often used to create a friendly more conversational tone. For example: We're happy to announce a new partner program.

## Bulleted Lists
Bulleted lists make it easier for readers to scan text and grasp your main points. Introduce a list with a heading or with a sentence or fragment ending in a colon. Begin each entry in a bulleted or numbered list with a capital letter.

## Capitalization
Uses title case capitalization for headings and subheadings, unless the subhead is a complete sentence with punctuation. Capitalize the first letter of each major word in titles and subtitles. Do not capitalize articles (e.g., a, an, the), prepositions of 3 or fewer letters, coordinating conjunctions (and, or, for, nor, but), or the to in infinitives. Do capitalize a 2-letter verb, such as Is or Be.
- Use sentence case for graphs, images and call-out boxes.
- Begin quotations within a sentence with a capital letter. For example: According to a leading managed care provider, "We remain competitive as a result of Elara Caring's services."

# Appendix A
# Grammar A-Z

- Use capitalization rather than quotes or italics for product features, product names and service names. For example: Find the AutoSuggest in the Command ribbon.
- Only capitalize federal, state, department, division, board, program, section, unit, etc., if the word is part of a formal name. For example: The Water Quality Control Division
- Capitalize common nouns such as party, river and street when they are part of a proper name. For example: The Libertarian Party, the Ohio River
- Lowercase directional indicators except when they refer to specific geographic regions or popularized names for those regions. For example: Go south on University Boulevard; the Northeast; the Midwest.

- Capitalize formal titles that come directly before a name. For example: Gov. John Hickenlooper; Public Health Programs Director, Joni Reynolds
- Lowercase formal titles that appear on their own or follow a name. For example: The governor said to wear orange; Joni Reynolds is the director of Public Health Programs.

## Colons & Semicolons
Use colons to introduce, list or define a point. A colon indicates that what comes next is directly related to the previous sentence.

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Colons go outside quotation marks unless they are part of the quoted material. For example: Our mission is clear: we must follow the rules set out by the style guide.

## Commas
Elara Caring does not use the serial/Oxford comma.

Use commas:
- To separate three or more items in a list. For example, "Elara Caring provides services for personal care, home health and hospice."
- After introductory words, phrase and clauses. For example, "From personal care to hospice, Elara Caring provides extensive home health care options."

# Appendix A
# Grammar A-Z

- When there is a natural pause in a sentence. For example, "I originally wanted to be a rock star, but in the end I decided to become an investment banker."
- To denote an introductory salutation. For example, "Hi Jim,"

### Dates & Time
Use the American format for dates. For example, June 7, 1984.

Do not use a comma between the month and the year when they are the only two elements in the date. For example: March 2018 not March, 2018. When a month is used with a specific date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

When a phrase refers to a month, day and year, set off the year with commas. For example: Jan. 15, 2008, was the first day of the semester.
Express time using the 12-hour clock. Use figures except for noon and midnight. Use a.m. or p.m. with periods. For example: 12 a.m. and 6:15 p.m.

Use commas to separate numerals of four digits or more. For example: Over 30,000 employees work at Elara Caring.

### Fewer & Less
Fewer: Things you can count. There are fewer subscribers this year.
Less: Things you can't. Content will have less of an impact if it's written poorly.

### Hyphens and Dashes
Use hyphens to join words or en dashes to set off part of a sentence. Hyphenate two or more words when they come before a noun they modify to create a compound adjective. You should also use a dangling hyphen when two or more hyphenated compounds share a noun. For example: Women drive 70-80% of all consumer purchasing. We need to change how we work if we want to achieve our five-year plan. Elara Caring is a patient- and services-focused company.

Use an en dash (-) to create a strong break. It can be used in pairs like parentheses ( ) to separate a word or phrase, or alone to separate one end of the sentence from the main

## Appendix A
## Grammar A-Z

sentence (similar to the use of a colon). For example: Successful companies – the ones that excel through innovation – adopt new technology to gain a competitive advantage.

### Its, It's
Unlike most possessive pronouns, it's denotes a contraction and its denotes possession: For example: It's not as easy as it looks. Elara Caring and its partners are proud to host this upcoming event.

### Names
Use a person's first and last name the first time he or she is mentioned. On second reference, use only last name with no title. For example: Water Quality Control Division Director Steve Gunderson led the panel. Gunderson said clean water is very important.

Exception to Above for Internal Memos:  Use of first name on second reference is acceptable and preferred, as this helps personalize the memo.

Do not use courtesy titles such as Mr., Mrs., Miss or Ms. Unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

### Numbers
Write out numbers between one and nine, except for percentages, dates, time of day and measurement.

Use numerals if you are referring to a mix of numbers in which some are above 10. Write out simple fractions.

Spell out numbers used at the beginning of a sentence. Exception: Never spell out years. Use commas to set off each group of three digits in numerals higher than 999 (except for years and addresses).

Use decimals (up to two places) for amounts in the millions and billions that do not require a precise figure.

# Appendix A
# Grammar A-Z

Add an s but no apostrophe to a number to make it plural. The same rule applies to decades. Use an apostrophe on a decade only if cutting off the initial figures.

For example: 4% • 4 p.m. • 6 mph • 4-year-old girl • Three people attended • 8 out of 10 users • Three out of five users • Two-thirds of customers

There are many exceptions that always use figures rather than written out numbers. These include: Addresses • Ages • Cents • Dollars • Dimensions • Highways • Millions • Billions • Speed • Temperatures

## Parentheses
Use brackets or parentheses sparingly to include additional information that will not fit into the sentence naturally. If the parenthetical is a complete, independent sentence, place the period inside the parentheses; if not, the period goes outside.

## Period
Use one space after the end of a sentence. Period. Use a period after a URL.

## Quotations
To cite quotations, use double quotes. Don't use quotation marks for emphasis. Periods and commas go inside quotation marks. Single quotation marks should be used only for a quote within a quote. Right: Bill Smith from ACME says, "Elara Caring allows patients to spend more time out of the hospital."

When all other punctuation applies to the whole sentence, it goes outside the quote. Right: According to the Associated Press, what is the best part of "Elaring Caring's outstanding service offerings"?

## Subject-Verb Agreement
Keep the subject-verb agreement consistent. Singular nouns take singular verbs while plural nouns take plural verbs. Collective nouns such as company names refer to a singular group, even though they're made up of many individuals.

# Appendix A
# Grammar A-Z

# Appendix A
# Grammar A-Z

Wrong: The staff have given their opinion.
Right: The staff has given its opinion.
Wrong: ACME improved their website experience with Google.
Right: ACME improved its website experience with Google.

## Symbols

- Ellipsis... use sparingly. An ellipsis is 3 dots.
- Use % instead of percent.
- Only use ampersand (&) in headings, callout boxes and graphics.
- Use forward slash/back slash sparingly.
- Place currency in front of numbers where possible: $4 billion

## That & Which

Use that for restrictive clauses. A restrictive clause is essential for the intended meaning. For example: The company that rebranded was successful.

Use which for non-restrictive clauses. A non-restrictive clause adds extra or non-essential information to the sentence. The meaning of the sentence would not change if it was removed. For example: The rebranded company, which was headquartered in Texas, was successful.

The word 'that' is overused. You can often cut it out of your writing entirely.

## Titles

Never capitalize job descriptions. For example: shortstop, police officer, attorney and so on.

Titles of books, movies, recordings, television shows and similar works are set off in quotation marks, with all principal words capitalized. For example: "Harry Potter and the Deathly Hallows," "Letters from Iwo Jima," "Memory Almost Full," "Grey's Anatomy"

# Appendix A
# Grammar A-Z

### That, Who, Whom

People are always qualified by who or whom. Use who to ask which person does an action and whom to ask which person receives an action.

Wrong: The marketer that attended the webinar learned a lot.
Right: The marketer who attended the webinar learned a lot. (She learned a lot.)
Right: This is the person to whom the book belongs. (The book belongs to her.)

### Trademarks

Elara Caring applies a trademark disclaimer in the boilerplate of all marketing material and on the Elara Caring website.

For consistency, don't add registered or copyright symbols against any Elara Caring or third-party products or brands in your body copy. The exception is when a third-party company specifically requires us to include the relevant trademark symbols against its product or brand names.

### You and I or Me?

Rule of thumb: if you remove the subject, does I or me make sense? For example: ACME Customer Support gives (John and) me great help. For example: (John and) I love ACME Customer Support.

# Appendix A
# Grammar A-Z

**Cheat Sheet: Technological Terms**
Here are the correct spelling and capitalization rules for some common technological terms.

Download
e-book
email
cellphone
Facebook
Google • Googling • Googled
hashtag
iPad
iPhone
iPod (use IPad, IPhone, or IPod when the word begins a sentence)
LinkedIn
social media
smartphone
Twitter • tweet • tweeted• retweet • website • web page • YouTube

**Cheat Sheet: Industry Terms**
home care, not homecare
health care, not healthcare
payer, not payor

**Cheat Sheet: Internal Language**
Office/Branch, not hub
Intranet/Portal
Employee Handbook
Referral Sources, not Partners in Care, not Clients, not Customers
Patients not Clients, not Customers
Team Members, not Employees
Jordan PCC: Patient Care Coordinator (Office Clinician)
GLC: Patient Care Coordinator (PCC) = Jordan: Account Executive (AE)