On-the-Fly Style Guide

Bullets

—AAA or Triple-A publishers: okay

—Caps on first item in the list

—No punctuation unless bullet includes 2 sentences. Rewrite any bullet with 2+ sentences.

Caps

Delete caps on common terms like document, platform, plug-in, social media

Lists

Arrange items in alphabetical order, unless explicitly stating why not

Numbers

—In regular text, spell out up to nine, then use numerals for 10 and higher

—In financial or timetable or code-related text, use numerals freely

—% not percent or per cent (GG did global search April 13)

—Plus or minus: write 10%+ not 10+% (check??)

—Euros? 0,15 EUR and 10 EUR: Is that right in British style? What about the € symbol?

Punctuation

—Serial comma: yes

—Bullets: no punctuation, unless full sentences. In this case, reconsider using bullets.

—Periods and commas BEFORE footnote markers, and OUTSIDE closing quote mark

—Quotation marks: UK style uses single quotes, then double quotes inside if needed.
UK style puts periods OUTSIDE closing quote marks, unless they're in the original quote.

—Code samples: straight quotes, not curly

Terms: remember to use UK spelling throughout

advertisers and brands: use this order, not brands and advertisers

American dollars: $2 Billion USD not US$2 billion

backend: no hyphen

back office, 2 words

==bitters?? does this mean bidders?==

Billion: with cap B for emphasis

==clickfarmer: 2 words or 1?==

==click farms: 2 words or 1?==

color: not colour

cost-per-click with hyphens

crowdfunding all one word

==crypto-network: in one person's bio==

cryptocurrencies: all one word

DIGA dynamic IGA

EIGA embedded IGA

eye tracking: 2 words

follow-through: hyphen

Free2Play (F2P): with caps, not free2play or f2p or free-to-play

frequency cap: 2 words

gamers, not game players or videogamers

game developers: not games developers

game developers and publishers: use this order

game engines: not games engines

game publishers: not games publishers

gameplay all one word

help desk = 2 words, not helpdesk

IGA: in-game advertising

in-game advertising: ok on first occurrence in a section

indie: ok, not indy

kilometres: proper for UK English, proper for German is kilometers

South Korea: not Korea or Republic of Korea

loot boxes: two words, not one

Million: with cap M for emphasis

Monetize: not monetize

Pay2Win: ok, like Free2Play or B2B

plug-in with hyphen, no caps

pop-up or pop-ups: with hyphen

startups, not start-ups

system administrators, not sys-admins or sys admins

==undear: in table on blockchains, must be typo for "unclear"==

U.S. with periods