

Carestream

**PROOFREADING
GUIDELINES**

brand@carestream.com
carestream.com/brand

PROOFREADERS' SCOPE OF RESPONSIBILITY.

Carestream proofreaders should identify and mark typos, objective grammatical errors, misspellings, misuse of brands or sub-brands, unnecessary, misused or missing capitalization and errors in punctuation, etc. These occurrences should be marked and corrected, but the reason for the correction – the specific rule of usage/grammar at issue – need not be specified or explained.

Proofreaders should not concern themselves with voice, style or tone.

In proofing, the rules of standard English usage – generally – are to be followed. However, there are exceptions, driven by:

- Our desire to write in a distinctly conversational and contemporary voice.
- Design considerations (how the type looks on the page).
- Our desire to emphasize certain words, topics or product attributes.

SPECIFIC USAGE ISSUES

- 1 We use sentence fragments, sparingly, to add punch, emphasis and drama.

Carestream is dedicated to innovation. And always will be.

- 2 Generally, only headlines or major subheads are punctuated with a period. Precisely what constitutes a “major subhead” is an issue left to the discretion of the designer.

- 3 To punctuate bullets, we:

- A • Use a period after every bullet point that is a full sentence.
- B • Use a period after every bullet point that completes the introductory stem.
- C • Do not use a period after bullets that are fragments and do not complete the stem.
 - Within each individual bulleted list, use all sentences or all fragments, never a mixture.

A

Carestream is successful for these reasons:

- We employ skilled and dedicated people.
- Our history of one of innovation.
- We are committed to meeting customer needs.

B

Carestream is successful because of its:

- Skilled and dedicated people.
- Long history of innovation.
- Commitment to meet customer needs.

C

Here are some qualities that make Carestream successful:

- Skilled and dedicated people
- Long history of innovation
- Commitment to meet customer needs

SPECIFIC USAGE ISSUES (continued)

- 4 We use the “open-set en dash” as an interruptive device to set off and emphasize a particular clause or word **within a sentence**. The en dash (–) was chosen over the longer em dash (—) because it is compact and simple, while the open-set configuration is preferred for its clean, open typographical look.

Carestream has set a new benchmark for imaging excellence – and not for the first time.

- 5 The words in headlines and subheads are generally spelled with initial caps – the exceptions being prepositions, infinitives, conjunctions and articles.

Look to Carestream for Expertise and Innovation.

For readability, very long phrases used as headings are not written with initial caps.

Carestream looks for effective ways to help hospitals comply with the new healthcare legislation.

- 6 We do not generally use the serial (Oxford) comma unless it is necessary to prevent ambiguity or confusion.

Ambiguous, with no serial comma:

Among those interviewed were his two ex-wives, Matt Damon and Ben Affleck.

Clarified, by use of serial comma:

Among those interviewed were his two ex-wives, Matt Damon, and Ben Affleck.

SPECIFIC USAGE ISSUES (continued)

- 7 We generally use the “active voice” for its strength, clarity and credibility. In rare instances, however, we opt for the passive voice.

For emphasis of a particular word:

The cat was meowing. However, the most noise was made by the dog.

To connote objectivity when writing about technical subject matter:

The first mechanical anemometer was invented in 1450 by Leon Battista Alberti.

- 8 We want our writing to be conversational and accessible – to read the way people talk. For example, if splitting an infinitive **D** or ending a sentence with a preposition **E** prevents the sentence from sounding stiff and stilted, or if it adds impact to the sentence, then we split without hesitation.

D

To boldly go where no man has gone before.

E

Cancer is a disease we must dedicate more research to.

SPECIFIC USAGE ISSUES (continued)

9 Product Naming Structure

Overview Guidelines

In order to protect trademark copyright, all trademarked product brand and sub-brand names must appear in ALL CAPS. Follow these rules when using Carestream Health product names and trademarks in all communications.

Brand

The brand name is always represented in ALL CAPS.

Sub-brand

The sub-brand is represented in ALL CAPS if the name is a protected trademark. If not a trademark, then it's represented in upper/lower case.

Product Name/Model

The product name/model is always represented in upper/lower case.

Descriptor/Category

The descriptor/category is always represented in upper/lower case during the first mention of a product name – after which, it's optional.

BRAND SUB-BRAND Product Name/Model Descriptor/Category

CARESTREAM DIRECTVIEW Vita CR
CARESTREAM DRX-1 Detector
CARESTREAM DRX-Mobile Retrofit Kit
CARESTREAM DRYVIEW Chroma Medical Paper
CARESTREAM Vue RIS

SPECIFIC USAGE ISSUES (continued)

10 We are careful to use the words “ensure” and “insure” properly.

“Ensure” means to “make certain.”

High image quality helps ensure an accurate diagnosis.

“Insure” means to purchase insurance or to provide insurance.

**The bank will require you to insure your house.
Geico will insure your car for a reasonable rate.**

11 “Allow” and “allow for” have very different meanings.

“Allow” means “to make possible” or “to give permission for.”

**The system features an intuitive interface to allow easy operation.
The hospital will allow visitors to enter between 10:00 a.m. and 8:00 p.m.**

“Allow for” means to make a provision or concession for something.

**To allow for inflation, budget extra money for future system upgrades.
Buy cotton clothing a size larger to allow for shrinkage.**

12 “Continual” and “continuous” are not the same; they describe two different conditions.

“Continual” refers something that's ongoing, but occurs in intervals.

The continual lapping of the waves on the beach was soothing.

“Continuous” means that something is ongoing with no intervals or lapses.

The continuous hum of the fluorescent lights gave him a headache.

SPECIFIC USAGE ISSUES (continued)

13 We adhere to proper usage of “farther” and “further.”

The word “farther” can only be used to refer to physical distance.

How much farther do we have to drive to reach the hospital?

“Further” means “additional” or “to a greater extent.”

**The latest X-rays showed further deterioration of the bone.
The topic requires further discussion.**

14 Trademark Clarification

Trademark symbols (® or ™) are never used with Carestream trademarked products. Anytime a Carestream Health trademarked brand or sub-brand is used in a communication, you must include the following copyright line:

[Trademark] is a trademark of Carestream Health.

CARESTREAM is a trademark of Carestream Health.

OR

CARESTEAM and DRYVIEW are trademarks of Carestream Health.

Following is a list of our trademarked sub-brands. If named in a document, proper credit must be included in the copyright line at the end of the document. Trademarked sub-brands are always in ALL CAPS, except for MyVue, which is a combination of upper and lower case.

CARESTREAM, DRYVIEW, DIRECTVIEW and MyVue.

Sample copyright line (5pt type)

© Carestream Health, Inc., 2017. CARESTREAM, DRYVIEW, DIRECTVIEW and MyVue are trademarks of Carestream Health. 12/17