

Style Guide for XOS

By

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XOS (xos.com) is an analyzer manufacturer with a global customer base located in East Greenbush, New York. Founded in 1990, XOS provides cutting-edge X-ray analyzer technology with applications in petroleum and environmental compliance. Globally, the company provides X-ray analyzers to refineries, terminals, pipelines, and labs for fast and accurate chemical analysis. They commit to rigorous research with the express purpose of improving X-ray technology and streamlining the analysis process. Employees range from sales associates who market the products, to engineers, who build and repair analyzers and other materials. XOS was originally an independent company, but was acquired by Danaher Corporation in 2011 and therefore aligns itself with Danaher's overall mission as a global science and technology innovator. Since XOS maintains international connections, it must be able to clearly communicate with its customer base and suppliers.

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This in-house style guide is meant to clarify writing and editing choices for the company XOS by Danaher. It will follow the *Chicago Manual of Style* closely, but will not include every topic addressed by *Chicago*. This style guide will also clarify writing and editing choices not mentioned in *Chicago* largely due to the international nature of XOS. Some writing situations specific to this company will depart from the principles detailed in *Chicago*. While this style guide is not comprehensive, it will give further guidance and examples for many of these situations. Additionally, where *Chicago* offers multiple choices to writers, this style guide will specify which decisions are to be made for any XOS publication. In a few cases, this style guide will also emphasize rules in *Chicago* that were not followed in past publications but should be in all future documents.

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As an international organization, XOS requires a style guide that includes guidance on global English principles to best facilitate international communication across the world. The basis for global English decisions is provided by John R. Kohl's *The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market* (2008, SAS Press: Cary, North Carolina, ISBN 978-1-59994-657-3).

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Commented [KD2]: Readers & users of the guide may like to have a bit more in this section. You might consider addressing use of em dashes versus double hyphens, when to use en dashes, or other topics. Many of these are found in the Kohl Global English Style Guide.

12.3 Degree Symbol
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5 Grammar and Usage

5.1 Write Positively as Specified by Kohl 3.12

Avoid double negatives and in situations where a sentence can be written without a negative (e.g. not, do not) it should be.

This machine must always be supervised.

NOT

Do not leave this machine unsupervised.

Commented [KD3]: I'll update these headers to title case. If you'd rather use sentence case, feel free to re-revise as needed.

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5.2 Eliminate Metaphors as Specified by Kohl 9.21

Avoid using metaphors as these can be difficult to translate or understand without cultural context.

Those who order early can get a discount.

NOT

Early birds get a discount.

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5.3 Use Nouns as Nouns, Verbs as Verbs, and So On as Specified by Kohl 2.2

If a word is a verb, avoid turning it into a noun.

This article focuses on X-ray results.

NOT

The focus of this article is X-ray results.

If a word is a noun, avoid turning it into a verb.

I am joining the call on Zoom.

NOT

I am zooming into a call.

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5.4 Don't use *This*, *That*, *These*, or *Those* as Pronouns as Specified by Kohl 5.2

Replace these words with their nouns or use them as adjectives followed by a noun.

While products, assets, and brands can create a competitive advantage, over time without great people the competition will catch up. This principle could not be better stated than in one of our core values, "The Best Team Wins!"

NOT

While products, assets, and brands can create a competitive advantage, over time without great people the competition will catch up. This could not be better stated than in one of our core values, The Best Team Wins!

5.5 Address Recipients Formally in Recipient's Language, or According to Their Customs,

Use *nin* when addressing clients in China.

NOT

Ni

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5.6 Use of the Singular 'they' as a Gender Neutral Pronoun is Acceptable in Formal Context.

Once a client fills out a form on the resource page, they will be able to access the full whitepaper.

NOT

Once a client fills out a form on the resource page, he will be able to access the full whitepaper.

OR

Once a client fills out a form on the resource page, he/she will be able to access the full whitepaper.

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6 Punctuation

6.1 Semicolons: A Semicolon is Generally Only Used to Combine Two Complete Sentences.

We deliver the most innovative elemental analysis safety and efficiency solutions; these solutions are renowned for their quality, precision, ease-of-use, and testing speed.

NOT

We deliver the most innovative elemental analysis safety and efficiency solutions; solutions renowned for their quality, precision, ease-of-use, and testing speed.

7 Spelling, Distinctive Treatment of Words, and Compounds

7.1 Use of X-ray: Hyphens Should be Used in all Instances of X-ray, Including When Spelled

Qut.

The X-ray technology has improved significantly over the years.

X-radiation can be harmful.

NOT

The Xray technology has improved significantly over the years.

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7.2 Spelling Should Follow *Merriam-Webster's Dictionary* Whenver Possible. When Dealing

with Words not Included in *Merriam-Webster's* dictionary, use the Most Common

Spelling.

Some words not included in Merriam-Webster's (or different from what is shown in Merriam-Webster's) include:

Polycapillary

Whitepaper

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7.3 Possessive of XOS: Use *XOS's* as the Possessive Form of XOS.

XOS's advanced optics and OEM sub-systems can increase precision.

NOT

XOS' advanced optics and OEM sub-systems can increase precision.

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7.4 Lists: Use a Complete Sentence Followed by a Colon when Introducing a Vertical List.

The goals we have set for ourselves and our suppliers to achieve these elements are as follows:

- 100% Quality Product
- 100% On Time Delivery
- Zero Defect Culture with a Focus on Continuous Improvement

NOT

The goals we have set for ourselves and our suppliers to achieve these elements are:

- 100% Quality Product

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- 100% On Time Delivery
- Zero Defect Culture with a Focus on Continuous Improvement

7.5 Eliminate Certain Contractions as specified in Kohl 9.14.

It is fast, accurate, non-destructive, and usually requires only minimal sample preparation.

NOT

It's fast, accurate, non-destructive, and usually requires only minimal sample preparation.

8 Names, Terms, and Titles of Works

8.1 Capitalization

Follow *Chicago*'s capitalization rules except in cases of product names, which should always be capitalized as specified.

XOS also offers High Definition XRF (HDXRF®) analyzers.

Not

XOS also offers high definition XRF (HDXRF®) analyzers.

8.2 X-ray

Capitalize the *X* in X-ray when used as a noun, verb, or adjective for consistency.

We specialize in the development and manufacture of X-ray and neutron optics for the enhancement of applications.

NOT

We specialize in the development and manufacture of x-ray and neutron optics for the enhancement of applications.

8.3 fleX-Beam

The *f* in fleX-Beam should not be capitalized, even when it occurs at the beginning of a sentence.

fleX-Beam provides an excitation source aligned with a polycapillary optic that delivers unprecedented stability and an intensity.

NOT

FleX-Beam provides an excitation source aligned with a polycapillary optic that delivers unprecedented stability and an intensity.

9 Numbers

9.1 General Rules for Numbers

Use numerals when writing numbers to avoid confusion or global misinterpretation.

There are 99 copies on their way.

NOT

There are ninety-nine copies on their way.

9.2 Numerals for Hundreds and Thousands

Use numerals for hundreds, thousands, and hundred thousands whether they are round numbers or not.

Danaher's globally diverse team of 59,000 associates is united by a common culture.

NOT

Danaher's globally diverse team of fifty-nine thousand associates is united by a common culture.

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9.3 Non-US Currencies Using the Dollar Symbol

In more formal usage, the International Organization for Standardization's three-letter currency codes (e.g., USD for United States dollars, CAD for Canadian dollars, NZD for New Zealand dollars, AUD for Australian dollars, and MXN for Mexican pesos) may be more appropriate

500 CAD

NOT

Can\$500

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9.4 Currency Conversions

For converted money, use USD with the conversion in parentheses following it

USD 5.00 (RMB 31.98) *or* USD 5.00 (CNY 31.98)

NOT

\$5.00 (¥31.98)

9.5 Periods and Commas in Numbers

Use periods and commas according to US standards to avoid confusion.

\$5.00

NOT

\$5,00

9.6 Numbers in Product Labels

When labeling a product, use numerals not written out words

Gen 3 product 2345

NOT

Gen Three product 2345

10 Trademarks

10.1 Eliminate Trademark Violations (Kohl 9.1)

Trademarks should not be used as possessives.

The products made by Shenzhen Transchan are the best.

NOT

Shenzhen Transchan's products are the best.

11 General Writing Tips

11.1 Avoid Interrupting Sentences (Kohl 3.9)

Avoid adding clauses or phrases in the middle of a sentence to aid with translation

processes.

Most of our results were successful.

NOT

Our results were, mostly, successful.

11.2 Eliminate Unusual Non-Technical Words (Kohl 9.15)

Technical words, often field specific, are tougher to translate and should be avoided where possible.

Not cancerous

NOT

Benign

11.3 Be Logical, Literal, and Precise in your Use of Language (Kohl 2.1)

Use words that are simple and easily translatable instead of words that are harder to understand.

We used our lab to test the product.

NOT

We used our experiment laboratory to test the things we could hypothetically produce.

11.4 Passive Voice

Limit the use of passive voice whenever possible to help with wordiness and translation to different languages. (Kohl 3.6)

The pitcher threw the ball.

NOT

The ball was thrown by the pitcher.

12 Scientific Terms and References

12.1 Isotope Numbers

When using isotope numbers, always use numerals instead of writing it out. Use a hyphen to connect the atom and the number.

Hydrogen-2

Carbon-14

12.2 Percent Symbol

Use the symbol (%) instead of writing out the symbol (percent). Always use a numeral before a percent symbol and there should be no space separating the numeral and the symbol.

8%

NOT

8 percent

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12.3 Degree Symbol

When writing using temperature measurements, use the degree symbol with no space between the number, degree symbol, and unit.

45°C (no space)

NOT

45° C (with space)

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12.4 Exceptions to the Degree Symbol

When using the unit Kelvin, do not include a degree symbol

45 K

NOT

45° K

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12.5 Units

Use the shortened unit whenever possible.

15 ppm

NOT

15 parts per million

12.6 Chemical Names

Either write out the full chemical name or use the abbreviation. Don't use both in the same document.

Hydrogen peroxide

Or

H₂O₂

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