

SEEDS Content guidelines (tone of voice, style, language)

Messaging

In each one of the following fields, there is a key term that SEEDS is seeking to represent:

- Environment: regeneration vs destruction
- Financial: inclusion vs exploitation
- Governance: co-creation vs lack of voice
- Social (In)equality: harmony vs social & financial opportunity

Content - standards that all content must meet

- SEEDS is “for” a better way - not “against” the current way.
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- Don’t get caught in the “Us vs Them” trap. Don’t create unnecessary enemies that could/should be allies.
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- Tone of voice
 - **Approachable:** the wording is inclusive and brings people together. We are all part of the same story, the same universal consciousness, have the same goals, living on the same planet. We all want to be happy and we want the world to be better for our children (example: using "our children" vs "future generations")
 - **Stalwart (steady, reliable, stable):** as a cryptocurrency, we are in a pool of radically unstable (even potentially fraudulent) currencies around the world. SEEDS differentiates itself by being constant and stable.
 - Professional with a mid-high level vernacular, i.e. if we use less common or high brow words, then we follow up with a rephrasing to explain in layman’s terms.
 - (Ex. “Our decentralized governance gives everyone a voice. [highbrow and industry-specific jargon] That means that no one holds power over anyone else. We are all equal in the way we make decisions...together.” [simplified explanation])
 - This includes crypto terms (Aim for Hemingway Grade 9 or below, but as high as Grade 12 is acceptable if the terms are explained simply)
<http://www.hemingwayapp.com/>
 - ALWAYS proper grammar and spelling, no errors even for the sake of approachability
 - Spelling: no typos accepted, specific spelling rules are set out in the ‘Spelling and punctuation’ section.
 - Grammar: correct within a reasonable margin of error (3% is industry standard). No fragments or incorrect punctuation. However, to maintain conversational and approachable language, sentences may begin with “and” or “but” as long as they are punctuated. Ex: “But, if the future were in the hands of the benevolent visionaries, we’d all be in a better place.”
 - Style and Language Complexity (may be different for each channel)
 - Website/App: This is the mainstay, by which all other styles are measured. This is where most people/organisations will be referencing us. It is casual, friendly, approachable, understandable and reliable.

- Articles, essays and educational journals: slightly higher level vernacular and more complex phrasing, but only slightly. Grade 12 is acceptable
- Blogs: same as website or even slightly more casual/approachable tone. no higher than grade 9
- Social media: slightly more casual tone of voice and shorter sentence length, but again only marginally. We use emojis sparingly and only to emphasise a point. We respond swiftly and joyfully explaining questions/concerns/comments. This is the avatar of Seeds. There must be continuity (steadiness, reliability) in the way we push out or respond on these platforms. We first show respect for the viewpoint offered and gratitude for sharing it. Then respond/address concerns if necessary.

Use of terminology relating to SEEDS

- SEEDS/Seed(s)/seed(s)
 - SEEDS: the app or platform ; (SEEDS is an acronym for Sowing Equitable Ecological Decentralized Societies)
 - Seed(s): the currency
 - seed(s): the little things that grow into plants and trees
 - SEEDS vs Seeds
 - the token of value (vs British Pound) = Seeds (eg pay with Seeds, earn Seeds)
 - the currency (vs Sterling) = Seeds
 - the overall financial system (vs the UK monetary system) = SEEDS
 - the entity / bank = SEEDS (eg more Seeds are created by whom / what in response to demand. Whereas, SEEDS bank is a series of smart contracts that members interact with and can store value in. Ex: You keep Seeds in your SEEDS account.)
 - an app (it's going to get shortened from '...using the SEEDS passport / app on your mobile phone...' to '...using the Passport on your phone...')
 - a payment platform (if making an online payment using SEEDS instead of PayPal or Visa, the comparison is not to another currency or financial system but to another payment platform)
- application of the word 'culture':
 - SEEDS is a global regenerative culture, comprised of bioregional communities
 - requires the addition of 'global' if referring to a single worldwide grouping
- use of 'society' vs 'community'
 - society is outside the system of SEEDS and denotes a larger mass population
 - community denotes those who are using the SEEDS platform in any manner (thereby a part of the greater seeds movement)
 - community also denotes smaller, local groups of people, geographically connected
- use 'joyful' vs 'happy'
- Preference for 'flourish' vs 'thrive' (although both may be used if necessary and too close together [i.e. in the same paragraph, it is mentioned more than once])

- Reasoning: 'Flourish' denotes a more feminine, natural and beautiful harmony with nature (think 'nourish'). Whereas, 'thrive' conveys a more business-like and masculine aggression to growth (think 'drive'). Both are positive overall, but 'flourish' is the approach that SEEDS aims to portray.
- **Renaissance** vs Revolution
 - a revolution is when you break those in power and replace them with new powers, essentially changing the system, but still working with the same system.
 - a renaissance is a new birth, an entirely new system with new rules, new power distribution, a whole new game. SEEDS is something completely new, and entire paradigm shift for the new world
- **Co-creation** vs creation
 - whenever possible, we **co-create**, rather than **create** thereby emphasizing the fact that SEEDS is governed by everyone involved, created by everyone involved, benefiting everyone involved.
- **Regenerate...**
 - ...

Spelling & punctuation

- 'z' versus 's': in most cases follow the the US variant not UK:
 - decentralize
 - characterize
 - capitalize
 - analyze
 - incentivize
 - localized
 - ~~organization~~
 - Stabilize
 - Exceptions:
 - organisation
- hyphenation:
 - ecosystem not eco-system
 - well-being not wellbeing
 - co-creation / co-create
 - co-design
 - decision-making
 - co-op
 - sub-heading
 - open-source
 - crypto-asset
 - ever-changing
- Periods (full stops) used in every abbreviation
 - *e.g. not eg; i.e. not ie*

- en dashes, em dashes and brackets (parentheses):
 - en dashes (–) are longer than a hyphen and the width of a capital N character. They're used when expressing ranges of numbers, it typically means 'through'. Shortcut key: Opt + minus key (Mac) / ??? (PC)
Example: 2–3 days or during the years 2018–19
 - em dashes (—) are used to separate sections of content where commas don't provide a sufficiently strong break, creating an 'aside'. They are used without leading or following spaces. Shortcut key Opt + Shift + minus key (Mac) / ?? (PC)
Example: These places I've visited—which I've often spoken about—are all over the world.
 - brackets are used to separate sections of content that are supporting what has been said before.
Example: The main ingredients (eggs, flour and water) are best used cold.
 - Reference: <https://getitwriteonline.com/articles/en-dashes-em-dashes/>
- UK preferred spelling over US (following the most popular usage in English speaking countries worldwide)
 - colour vs color
 - favourite vs favorite
 - flavour vs flavor
 - behaviour vs behavior
 - honour vs honor
 - labour vs labor
 - neighbour vs neighbor
- Double quote is for speech / quotes only
 - e.g. *"...this is the reason for SEEDS to exist!"*
- Single quote is for emphasis
 - e.g. *Those users with 'Visitor' rather than 'Resident' status.*
- Ampersand (&) only in primary headings
 - e.g. ???.
- Capitalization of words
 - proper nouns:
 - SEEDS Constitution
e.g. There is a constitution document called the SEEDS Constitution.
 - Visitor / Resident / Citizen
 - Member
 - Harvest
 - Trust Token
 - Contribution Score
 - Reputation Value
 - Verbs:
 - Plant / Planted / Planting
 - Sow / Sown / Sowing



- Capitalization is 'Title Case' for primary headings, except for minor words, and 'Sentence case' for all other headings, no full stops at the end of headings
 - e.g. This is the Main Heading for an Article
 - e.g. The secondary and other sub-headings are like this