

Style Guide

Clients visit BV to learn more about services, connect with sales, and get inspired by the latest design principles. Our writing can either meet these needs (and secure a sale) or block them (and send clients elsewhere).

This style guide will help.

All of the recommendations listed here are based on solid competitor research. The following three sites were analyzed:

- [AECOM](#)
- [Gensler](#)
- [Perkins&Will](#)

Based on that research, here's what you should keep in mind while writing.

Tone and Voice

The BV voice is:

- **Professional and engaging.** The writing is polished and conveys authority.
- **Inspiring.** We emphasize how our work can make the world a better place. We express our leadership and expertise.
- **Accessible.** We talk to our clients directly and discuss their needs.

The BV voice is not:

- **Technical.** We don't use academic language or industry jargon.
- **Generic.** We are as specific as possible and don't lean on corporate speak.
- **Vague.** We don't make unsubstantiated claims.

Sentence Structure and Readability

We use short sentences to communicate clearly. We use the active voice as much as possible. Overall, we aim for a Grade 9 readability level to convey authority without unnecessary complexity.

We avoid dense paragraphs, unneeded acronyms, and wordy sentences.

Formatting and Structure

Most pages on our website contain these basic elements:

- **Headings.** Structuring our content with headings allows for easy reading.
- **Bullets.** Key details are set apart with lists and bullets.
- **Callouts.** We reinforce important messages with pull quotes or pull-out statements.

Terminology

All BV pages contain carefully selected terms. Words we prefer to use include the following:

- Sustainable
- Resilient
- Future-ready
- Human-centered design
- Net-zero
- Carbon neutral

Terms we avoid are overly generic and don't add value. They include:

- Green buildings
- Revolutionary
- Eco-friendly

Overall Best Practices

We remember that our clients are located all around the world. While we use American spelling, we maintain a global perspective in everything we write.

When it's possible, we include data and evidence. Research-backed statements prove our credibility and connection to thought leadership. We also cite our projects and case studies to help our clients understand our work.