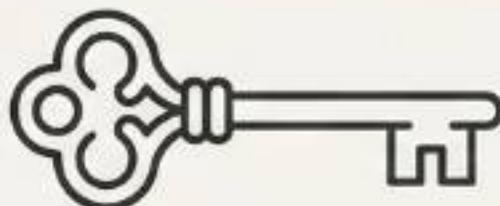


# The Clarity Code

How Capital Letters Transform Chaos into Command



# Can you make sense of this?

he said, "on monday i'm meeting  
john in paris to plan for for  
christmas." we will be  
speaking english and spanish.  
i can't wait for  
january to come. he and i are  
going to visit mount  
everest next.

Capitalization isn't  
about rules. It's  
about  
revealing meaning.

We're going to unlock the code  
using four sets of keys.



The Foundations



The Landmarks



The Calendar



The Voices

# Key Group 1: The Foundations

The two principles that structure  
every clear sentence.



# The First Word of a Sentence

she went to the park.

**S**he went to the park.

# The Pronoun ‘I’

he and i went to the shop.

He and **I** went to the shop.

# Key Group 2: The Landmarks

Identifying unique people, places, and things.

# Names of People and Places

john

**John**

paris

**Paris**

mount everest

**Mount Everest**

# Key Group 3: The Calendar

Bringing order and time to  
your writing.

# Days and Months

monday, tuesday

january, february

**M**onday, **T**uesday

**J**anuary, **F**ebruary

# Holidays

christmas

easter

**Christmas**  
**Easter**

# **Key Group 4: Key Group 4: The Voices**

**How we represent  
language and speech.**



# The First Word of a Quotation

he said, “hello!”

He said, “**H**ello!”

# Names of Languages

english

spanish

English

Spanish

# From Chaos to Command

he said, “on monday i’m meeting john in paris to plan for christmas.” we will be speaking english and spanish. i can’t wait for january to come. he and i are going to visit mount everest next.

He said, “On Monday I’m meeting John in Paris to plan for Christmas.” We will be speaking English and Spanish. I can’t wait for January to come. He and I are going to visit Mount Everest next.