

Yodlee Style Pointers

Always use the formal product name “Yodlee BillPay” and never “Yodlee’s BillPay” (which is not the product name).

Always spell out the formal product name and do not use our internal abbreviations. It is Yodlee CustomerCare. It is not YCC. This should be the case for all external communications including email, RFPs, slide presentations, slides, phone conversations, face-to-face meetings, etc. The abbreviations will not make sense to a customer especially if the material is distributed when no one from Yodlee is there to explain it.

In externally facing docs, always say “Yodlee” and do not use “we,” “our,” or “us.” For example, “Yodlee has thousands of eBillers,” not “We have thousands of eBillers.”

Use a single space following periods, colons, and questions marks.

Many of us learned to put two spaces in our typing classes, and you can do that in personal correspondence. For Yodlee Web pages and customer-facing documents, follow the one space rule (refer to the Microsoft Manual of Style for further explanation)

Plurals for acronyms use a simple “s” and not “’s”; APIs is correct, API’s is wrong.

Generally, do not start paragraphs saying “This feature...” Always spell out what the feature is. It’s always best to avoid using “This...” It helps keep readers oriented and makes cutting and pasting easier if customers want to spread the good word about what Yodlee offers.

Please verify the name of any company you mention and ensure it is spelled correctly and consistently throughout a document. For example, it is CheckFree, not Checkfree.

Use a dictionary. Dictionary.com is a good online resource.