

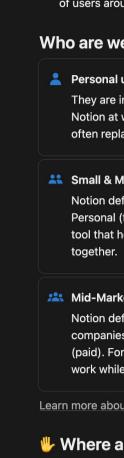


Style Guide - French (France)

- This style guide is intended to give translators as much background information as possible to ensure they can make informed decisions when translating the content.
- This style guide is also intended to provide translators with the most important conventions that apply to the project and to their language. Please keep in mind that the objective is to minimize mistakes and inconsistencies in formatting, terms and style.

► Table of Contents

1. About Notion



What is Notion?

Notion—the connected workspace for your docs, projects, and knowledge.

Notion is the connected workspace that allows teams to store documents, take notes, manage tasks, and organize knowledge—in one place. Users can create and customize beautiful documents, roadmaps, knowledge bases, and more, helping them work smarter and faster. Notion is trusted and loved by a global community of individual users and enterprises, including companies like Twitter, LinkedIn, Codecademy, and more.

Take a look at this quick 2 minute video ↗

► Our mission

Our mission is to make software technology ubiquitous. That is, to make it possible for every business and person to tailor software to their problems, so that the world can be better at solving its problems. We want to make this ubiquitous real.

► Interesting points

- Number of customers: Over 20 million people and hundreds of thousands of teams around the world use Notion to organize their work and get more done.
- Our team size: Notion is growing quickly—it's now over 500 employees today.
- Our community: Notion has the largest community of any tool in its kind, with millions of users around the world making, sharing, and amplifying their creation.

Who are we targeting?

► Personal users

They are individuals or the Personal (free) or Plus (paid) plans. They might also use Notion at work; these are typically advanced users that build Notion templates that often replace enterprise-built software.

► Small & Medium Businesses (SMB) / Startups

Notion defines SMB/startups as companies with 1-500 employees, who are on the personal plan. For SMBs, Notion is a collaboration tool that can be customized to fit how teams work while centralizing knowledge and resources.

Learn more about our audiences and respective messaging here ↗

► Where are our customer touchpoints?

- Notion application (web, desktop, mobile)

► Marketing site

- Help center
- Support

► Guides

- FAQs
- Case studies

► Emails

- Newsletter
- Product updates

► Videos

- YouTube channel
- Facebook
- Instagram

► More about Notion

Click the orange for more information!

2. Voice & Tone

Voice attributes

► Colloquial

We sound like humans and strip out jargon where we can.

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↳ [Read more](#)

↳ [Download](#)

↳ [Get started](#)

↳ [Enterprise](#)

↳ [Help center](#)

↳ [Support](#)

↳ [FAQs](#)

↳ [Case studies](#)

↳ [Newsletter](#)

↳ [Product updates](#)

↳ [YouTube channel](#)

↳ [Facebook](#)

↳ [Instagram](#)

↳ [Twitter](#)

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