

# Fi Style Guide: Canada

Canada 101, Key Terms, Voice & Tone

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# Canada 101: Dog Ownership in Canada

# Canada 101: Dog Ownership in Canada

>50%

Pet Ownership in Quebec  
(vs 38% Canada overall)

29%

Own a small dog  
(vs 52% in the US)

3.3%

CAGR in pet households  
(vs 1% in the US)

# Key Terms

## Key Terms

***“Rabais”***

Discount, Deal, Offer

***“Clavardage”***

Online chat, chatter

***“Dépanner”***

Troubleshoot, help out

# Voice & Tone

# Voice & Tone

Voice is what we say, tone is how we say it.

## Voice:

We bring pets and pet owners closer through our technology.

## Tone:

As part pet, part tech — how we deliver our message flexes depending on our audience.

- When talking tech, we use clear, concise language — touting innovation with confident brevity.
- When talking pets, we can loosen up and lean into the pet world, while being witty, never cutesy\*.

\*No “doggo”. No “pupper”. No “fur baby”.

### Pick your membership

Prepay and save

6 Months

**\$3.80 / week**

Billed as \$99 semi-annually

MOST POPULAR

1 Year

**\$3.60 / week**

Billed as \$189 annually

2 Year

**\$3.20 / week**

Billed as \$339 biennially

Or try a monthly plan

**\$4.40 / week**

Billed as \$19/month



# Product Overview

World's smartest GPS & health tracker.  
AI-analyzed behavior insights & real-time location tracking.

## Tone:

- Active
- High-performance

## Series 3+

Most versatile tracker. Brings real-time GPS & AI-analyzed behavior insights.  
Fits any collar, made for small breeds.

## Tone:

- Made-to-fit
- Mini, but mighty.

## Mini for Dogs

More simplified, with equally strong GPS, without the health tracking.  
Perfect for cats with escape skills.

## Tone:

- Small & smart
- Stylish

## Mini for Cats

# Practicals

## Syntax:

- Short, punchy headlines
- Concise sub & body copy

## Grammar:

- Standard punctuation & grammar on all full sentences
- Spaces between em dash
- Periods on headlines unless noted otherwise

## Capitalization:

- Title case for product names and features only
- Sentence case everywhere else

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# Practicals (cont'd)

## Active vs Passive Voice:

- Use “Confident Brevity” wherever possible in our messaging
- Short and confident statements
- Active voice conveys confidence

## Disclaimers / Sources:

- 1st disclaimer\*, 2nd disclaimer\*\*, 3rd disclaimer<sup>†</sup>, 4th disclaimer<sup>‡</sup>
- 1st source<sup>1</sup>, 2nd source<sup>2</sup>, 3rd source<sup>3</sup>, Fourth source<sup>4</sup>

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# Practicals (cont'd)

## Messaging Length Guidelines:

There are times when we can flex the length of copy, but we should aim to stay within these limits.

OOH	
Headlines + Subcopy	7 short words or less (~40 characters max)
CTA	2 words (~8 characters)

Social	
Headlines	50 characters or less
Subcopy	100 characters or less
CTA	8 characters or less

Web	
Headlines	50 characters max
Subcopy	100 characters max
CTA	17 characters max

Email (Visual copy)	
Headlines	50 characters max
Subcopy	100 characters max
CTA	17 characters max

# Practicals (cont'd)

## Messaging Length Guidelines (App):

There are times when we can flex the length of copy, but we should aim to stay within these limits.

Top Notification	
Headline	37 characters
Subcopy	45 characters

Social	
Headlines	50 characters or less
Subcopy	100 characters or less
CTA	8 characters or less

Web	
Headlines	50 characters max
Subcopy	100 characters max
CTA	17 characters max

Email (Visual copy)	
Headlines	50 characters max
Subcopy	100 characters max
CTA	17 characters max