

This is Northville Rehabilitation Centre’s copywriting style guide. It was created to help ensure clarity and consistency across media platforms.

The goal of all incoming customers is to understand the basics of we do and the services we offer. The content’s role is to help achieve this goal in a seamless manner.

Tone and Voice

The content should be written from a professional and experienced tone. This will help to reinforce the clinic’s professional branding. Plainspoken language with minimal flowery adjectives should be used to ensure clarity and avoid lengthy bodies of text.

When to bold

Bolded text is used to emphasize certain sentences or sections of a sentence. The areas that should be bolded are those that would attract a user’s attention if they were quickly scrolling or skimming through the text. It should provide unique information that cannot be found elsewhere on the site.

“Northville Rehabilitation Centre provides an array of therapeutic services for individuals experiencing challenges due to serious injuries. With **over 30 years of experience** treating acute and chronic pain, complicated physical conditions, and motor vehicle collisions (MVC), Dr. Chan and her associates are respected for their integrity and depth of knowledge.”



“Over 30 years of experience...” is bolded to show the level of experience this clinic can bring to their patients.

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“Array of therapeutic services...” provides no unique information to the user. The user likely already knows that different services options are offered from the other places where this information can be found (homepage and global navigation)

How to use headers

Headers should be used to introduce a new section on a page. They should always be bolded with the text aligned to the left. It should be succinctly between 2 to 5 words long and structured like a phrase, not a sentence.

Our Philosophies



These are our philosophies



When to use bullet points

Use bullet points when listing out four or more items (e.g. common conditions). They should be in their own section and should never be used to break up a paragraph mid-way. Circular bullet points should be used.

Physiotherapy, or physical rehabilitation, makes the most of a patient's mobility and function. From diagnosing physical irregularities, physiotherapists will prescribe a personalized exercise program aimed at improving strength, balance, and range of motion. Treatment will also focus on decreasing acute or chronic pain and education on how to prevent re-injury.



Some common conditions treated are:

- balance problems
- joint tendonitis
- frozen shoulder
- acute/chronic knee pain
- neurological conditions such as stroke or Parkinson's.

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Services

This page requires its own rules because it’s where most users get easily confused. It can be tricky to write about our offered services without going into too much technical detail. To make this easier, there are four questions that should be answered to satisfy the user’s goals:

1. What is the service?
2. How do they carry out their treatment?
3. What benefits are provided?
4. What are the common conditions they treat?

By limiting the descriptions to these four questions, the text should be succinct enough to ensure clarity while keep the user’s attention.

Each body of paragraph should be limited to 200 to 300 characters only.

When to bold:

The sentence answering point 1 (what is the service) should always be bolded. This is done to attract the user’s attention if they’re quickly scrolling or skimming through the text.

“See All” Services page:

The services descriptions are shorter on this page to provide a high-level overview for the user. They only answer point 1 (what is the service) and point 2 (how do they carry out their treatment). Always provide a “Learn more” CTA (call-to-action) button after the text so they can learn more if needed.

Font Styles

Desktop

Header Example

Proxima Nova
Bold

Font size: 30

Sub-header Example

Proxima Nova
Semi-Bold

Font size: 23

Line height: 40

Paragraph Example

Proxima Nova
Regular

Font size: 18

Line height: 25

Mobile

Header Example

Proxima Nova
Bold

Font size: 15

Sub-header Example

Proxima Nova
Semi-Bold

Font size: 14

Line height: 20

Paragraph Example

Proxima Nova
Regular

Font size: 12

Line height: 16