



Brand and editorial style guide

Version 4 | October 3, 2026

An A-Z reference and eight detailed Topics

Design. Brand. Writing. Accessibility.
Channels. Media. Evidence. Governance.

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Vocabulary and usage A-Z 3

274 entries, including all 220 entries from V3. Each entry gives the house treatment, an example, and related guidance.

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[Change log, sources, V3 map, and quick reference](#)

How to use this guide

Use the A-Z reference for a quick wording decision. Use a Topic for the full process, examples, and specifications. Cite stable IDs such as D.02 when discussing a rule. The contents and PDF bookmarks are linked.

Use and do not use are house rules within their stated scope. Starting point is a design default to test. Examples are illustrative. Exact legal names, quotations, contractual wording, and verified destination requirements retain their necessary treatment.

VOCABULARY AND USAGE

A-Z reference

A practical reference for names, language, design, media, and business communication.

Entries are arranged alphabetically. A use condition is part of the rule, not an optional qualification. The same word may be restricted in promotion and necessary in a quotation, technical explanation, or verified factual report. Topic letters point to the detailed guidance that follows.

A

abbreviations and acronyms

Use. Spell out an unfamiliar term at first mention, followed by the abbreviation in parentheses. Use the short form only if it recurs. Familiar forms such as TV and URL need no expansion. Do not create an acronym for a phrase used once. Keep the same abbreviation throughout a document, including tables and captions. Expand it again when a section will circulate independently.

Example advertising-supported video on demand (AVOD)

accessibility

Use. Use for the ability of people with different access needs to obtain information and use an experience. Describe the actual feature: captions, keyboard navigation, or a transcript. A single feature does not establish that an entire service is accessible. Avoid claiming complete accessibility without a defined basis.

Example The episode includes captions and a transcript.

See also captions; subtitles; transcript

acquisition

Use only when. Use for a confirmed purchase or transfer that fits the transaction. Identify what was acquired: a company, assets, rights, or a catalog. Do not describe the creation of a parent company, a licensing agreement, or an internal restructuring as an acquisition without evidence of that specific transaction.

Example The announcement identifies the assets acquired and the effective date.

See also restructure; restructuring

active voice

Use. Prefer a sentence that identifies who performs the action, especially in instructions and announcements. Passive voice is acceptable when the actor is unknown or the action matters more, but it must not hide responsibility for a decision, error, or correction. Keep the person or company responsible visible when useful.

Example The company updated the schedule.

ad revenue

Distinguish. Use for revenue attributable to advertising within a defined accounting or reporting scope. State the period and whether the figure is gross, net, or estimated when the distinction matters. Ad spend is the buyer's expenditure; ad revenue is the recipient's revenue. The figures need not be identical.

Example The report separates ad revenue from subscription revenue.

See also revenue

ad-free

Use only when. Hyphenate before a noun and after a linking verb. Use only for the experience actually offered, with material exceptions stated. A paid subscription does not establish that viewing is ad-free. Distinguish removal of advertising from removal of sponsor acknowledgments or commercial messages embedded in a program.

Example Ad-free viewing is available on the named plan, subject to its stated exceptions.

See also ad-supported; free

ad-supported

Use. Hyphenate before a noun and after a linking verb. It describes a funding model; it does not by itself establish that access is free or that every viewer sees the same advertising. Name the service and access terms when describing an offer. Some paid plans also carry advertising, and some commercial messages are embedded.

Example ad-supported streaming; the service is ad-supported

ad; advertising

Use. Use advertising for a service, discipline, or campaign category. Use ad for an individual advertisement. Both are lowercase in running text. Advert and advertorial are not substitutes for advertising. In a client brief, separate the purchased placement from the production work required to create the ad.

Example television advertising; a 30-second ad

address

Use. Give a postal address only when it is current and relevant to the action. Distinguish a mailing address from an office or visitor entrance. Preserve required delivery details. For digital contact, say email address or website address. Do not infer a company's location from a staff member's residence.

Example Use the mailing address supplied for returns.

See also email

advertiser

Distinguish. An advertiser purchases advertising. Use client when discussing the service relationship. Use sponsor only when the agreement is a sponsorship. These roles are not interchangeable. Use the documented contractual role in credits and disclosures. Name an agency separately if it acts on the advertiser's behalf.

Example advertiser services; campaign client

affect; effect

Distinguish. Affect is usually a verb meaning influence; effect is usually a noun meaning a result. Effect can also mean bring about, but a plainer verb is often clearer. In performance copy, do not imply a proven causal effect when the evidence shows only an association or change over time.

Example The schedule may affect viewing; the report describes the observed effect.

affiliate

Use only when. Use when the affiliation is established and explain its nature. A broadcast affiliate, a company affiliate, and an affiliate marketing participant are different relationships. Do not use affiliated with as a loose substitute for featured on, distributed through, or discussed by; those phrases describe narrower and different facts.

Example Identify the affiliate relationship in the agreement.

See also partner

ages

Use. Use numerals for ages and hyphenate an age used before a noun or as a noun. Include age only when relevant to the story or service. Avoid reducing adults to a broad age label when the actual group can be named more accurately. Preserve a person's stated identity where relevant.

Example a 16-year-old participant; the participant is 16

AI-assisted

Distinguish. Use when a person used AI to support a defined task. Name the assistance when it affects the reader's understanding, such as transcription, translation, or image cleanup. Do not use assisted to conceal that the central material was generated. Human review describes a review step, not proof that every detail is correct.

Example AI-assisted transcription reviewed against the recording.

See also AI; AI-generated

AI; AI-generated

Use. Use AI in general copy when the meaning is clear; expand to artificial intelligence for unfamiliar audiences. Hyphenate AI-generated and AI-assisted before nouns. State what was generated or assisted when that distinction matters. Apply ordinary evidence, rights, and accuracy review to the output. A realistic generated scene must not be presented as documentary evidence of an event.

Example AI-generated image; AI-assisted transcription

alt text

Use. Two words, lowercase. Describe the information or function an image adds in its context. Use the standard written company name, even when artwork uses capitals. Do not repeat a nearby caption unnecessarily or fill alt text with search keywords. Decorative images should follow the destination's method for being ignored by assistive technology.

Example LSO Media Group logo on a blue background.

ampersand

Use. Use and in running copy, ordinary headings, and service names. Retain an ampersand in an official name or approved fixed graphic. Do not switch between and and & merely to save a few characters. Check headings, navigation, and accessibility labels for consistency. A logo's visual treatment does not create a new spelling for its owner.

Example Branded content and creative production

and/or

Avoid. Replace with and, or, or both. If the options affect eligibility, rights, or scope, state the choices explicitly. Preserve and/or only when quoting an unchanged legal or contractual provision. Where a short instruction would become awkward, list the permitted combinations. Do not replace a defined contractual phrase while presenting it as an exact quotation.

Example Choose television, streaming, or both.

annual; annualized

Distinguish. Annual describes a year or something occurring each year. Annualized describes a rate converted to a yearly basis from another period. Name the underlying period and method when presenting an annualized figure. Do not present a partial-year result projected forward as an actual full-year result.

Example The figure is annualized from the stated reporting period.

See also forecast

app

Use. Lowercase unless it starts a sentence or belongs to an official product name. Use app for an application; specify mobile app, smart TV app, or web app when the distinction helps. An app's existence does not establish availability on every device, operating system, or territory.

Example Check the app's supported devices.

See also platform

approval

Use. State what is being approved and by whom when the process matters. Distinguish a working draft, a reviewed draft, and material approved for publication. An approved design is not automatically approval of every claim or distribution right. Use the actual approval stage rather than vague language such as signed off where ambiguity remains.

Example Approved for publication after the factual review.

article

Use. Use for a written editorial item. Name its type when that affects interpretation: company announcement, analysis, opinion, or reported article. Publishing a company announcement in the corporate newsroom does not change its authorship or purpose. Use story conversationally where it will not blur the distinction between reporting and promotion.

Example Read the company announcement in the newsroom.

See also editorial; newsroom

aspect ratio

Use. Express the relationship between width and height with a colon, such as 16:9 or 1:1. State orientation and export dimensions separately when needed. An aspect ratio does not establish resolution, image quality, or safe placement. Adapt a composition deliberately for each destination rather than cropping essential text, faces, or disclosures out of a master.

Example 16:9 composition; 1920 × 1080 px export.

See also Topic D - Design; format; safe area

asset

Distinguish. In creative work, use for an identifiable file, image, recording, or other production resource. In financial or corporate copy, name the relevant property or accounting category. These meanings are not interchangeable. A file in a shared folder is not necessarily company-owned, cleared for publication, or the approved final version; check its status and permitted use.

Example Approved logo asset; licensed photograph; acquired equipment.

See also Topic G - Governance; ownership; version control

attribution

Distinguish. Identify who supplied a statement, finding, or estimate and make that attribution close to the claim. Separate attribution of information from advertising attribution, which assigns credit to a campaign interaction. An attributed claim still requires context; quotation marks do not make an unsupported assertion suitable for publication.

Example The platform reported the figure for the stated month.

See also source; quotation

audience

Distinguish. Use audience for the people a message or program is intended to reach or does reach. Name the measured unit in reporting: viewers, households, accounts, or another defined measure. Do not imply that impressions equal people. Use audience-facing language for intended readership and metric-specific language for measured performance. Separate potential availability from observed consumption in summaries.

Example The campaign is intended for local audiences.

audio description

Use. Two words, lowercase. Use for narration that communicates important visual information to listeners who cannot see it. Do not use as a synonym for captions, subtitles, or an ordinary transcript. State whether an audio-described version is available, where to find it, and what material it covers when relevant.

Example An audio-described version is available through the listed link.

See also transcript

availability

Use. State the confirmed place, platform, territory, date, and access conditions that a reader needs. Available can refer to purchase, viewing, or a booking opportunity; specify which. Distinguish currently available from planned distribution. Update or remove an availability statement when the underlying arrangement ends or changes.

Example Available on demand in the stated territory through the listed service.

See also distribution

AVOD

Use. Expand as advertising-supported video on demand at first mention for a general audience. Use AVOD afterward. It is a viewing and revenue model, not a synonym for every ad-supported stream or every smart TV app. State which service or catalog is available and the actual conditions. Keep distribution technology separate from the way an offer earns revenue.

Example advertising-supported video on demand (AVOD)

See also FAST; OTT; VOD

B

baseline

Use. Name the starting value or comparison period behind a claim of change. Use comparable definitions on both sides. A percentage increase without a baseline can exaggerate a small change; give the underlying values when useful. If the baseline is zero, describe the absolute change instead of calculating ordinary percentage growth.

Example Views increased from 100 to 150, a 50% rise.

See also percent

between; among

Distinguish. Use between for distinct relationships or individual comparisons, including more than two parties when their separate relationships matter. Use among for an undifferentiated group or collective distribution. Do not force a rewrite solely because three or more items appear. Choose the word that describes the relationship clearly.

Example An agreement between the three companies; shared among team members.

biannual; biennial

Distinguish. Biannual means twice a year; biennial means every two years. Prefer twice a year or every two years in public copy because the similar forms invite confusion. Avoid bimonthly when the intended frequency could be either twice a month or every two months; write the actual interval.

Example The report is published twice a year.

bleed

Use. Use for artwork extending beyond a printed piece's trim edge so cutting does not leave an unintended border. State bleed separately from trim size and internal margins. Confirm the print supplier's required amount and export settings for the specific job. Do not treat bleed as usable space for essential text, logos, or a page number.

Example Supply the printer's specified bleed beyond the finished trim size.

See also Topic D - Design; margin; padding

board; board of directors

Use. Lowercase generic references, including the board and board of directors. Capitalize only a confirmed formal body name where that is its established styling. Do not infer board membership, authority, or approval from a person's company title. State that the board approved an action only when that approval is documented.

Example The board reviewed the proposal, if confirmed.

boilerplate

Use. One word. Use for the approved, reusable company description at the end of announcements and related material. Keep the company name, portfolio relationships, and capabilities current. A boilerplate is a factual summary, not a place to add unsupported rankings. Review it when material facts change rather than copying an outdated release.

Example Use the current LSO Media Group boilerplate.

brand

Distinguish. A brand is a public identity. It may belong to a company without being a separate legal entity. Use portfolio brand or brand within LSO Media Group where that distinction matters. An approved brand name does not by itself establish current ownership, active operation, or a particular service capability; verify those facts separately.

Example a brand within LSO Media Group

See also parent company; subsidiary

branded content

Use. Use for content created through a commercial relationship to communicate an advertiser or sponsor message. Name the relationship and apply the appropriate disclosure. Do not describe it as independent reporting. The disclosure must remain understandable when an asset is shared independently. Match the label to the commercial arrangement and the destination's requirements.

Example a branded content campaign

broadcast

Distinguish. Use for television or radio transmission when technically accurate. Use television, streaming, or distribution when the route matters. In technical descriptions, do not use broadcast as a catchall for every upload or on-demand stream. For a public listing, give the channel or station and relevant territory. A production may have separate television and streaming distribution arrangements.

Example television broadcast; broadcast distribution

budget

Distinguish. Use for a planned allocation, with period and scope where relevant. Distinguish a budget from actual spending, a quote, a forecast, and a contractual commitment. State whether an advertising budget includes media, production, fees, and taxes when those distinctions affect the reader's decision. Do not present an unapproved plan as committed expenditure.

Example The campaign budget separates production and media costs.

business interests

Use. Use for the company's verified commercial involvement in businesses or sectors when the exact relationship will be explained or is not central to the sentence. Clarify ownership, investment, management, or another relationship where it affects meaning. Interests is broader than wholly owned companies; it must not imply control, a financial stake, or operational capabilities that have not been established.

Example Interests across media, hospitality, credit and financial counseling, and consumer goods procurement.

See also Topic B - Brand; portfolio; investment

C

cable

Use. Lowercase. Use cable television or cable distribution when describing that route. Cable is not a synonym for every television service or linear channel. Confirm a channel's actual carriage and geographic scope before naming it in availability copy. Distinguish a distribution arrangement from the company's ownership of a channel.

Example The listing identifies the confirmed cable channel.

See also broadcast; television; TV

call to action

Use. Use call to action as a noun; hyphenate call-to-action before a noun. In public copy, write the actual action. Buttons begin with a verb and describe the destination or result. Make one action visually primary in a short promotional asset. Include the destination, relevant deadline, and any material condition needed to act.

Example Explore our brands; Contact our team

campaign

Use. Use for coordinated activity with a defined purpose and scope. Identify the advertiser, audience, deliverables, channels, or period when helpful. A single asset can belong to a campaign, but campaign does not itself imply a measured result. Separate the planned activity from performance reported after delivery.

Example The campaign includes two videos and a social placement schedule.

See also ad; advertising

capital allocation

Use. Use for decisions about where financial resources are committed among activities, investments, or obligations. Name the actual decision, period, and approval status when reporting it. Distinguish an allocation from cash spent, a completed investment, a future target, and an authorized budget. Do not publish planned amounts as committed expenditure or promise returns based solely on an allocation.

Example The proposal sets out the planned allocation and its assumptions.

See also Topic E - Evidence; budget; investment

captions; subtitles

Distinguish. Captions convey speech and relevant non-speech audio; subtitles commonly convey dialogue, including translation. Preserve a platform's labels while describing the feature accurately. Neither term automatically means translation or audio description. State language and availability when useful, and review automated text for names, timing, and meaning before publishing.

Example English captions include speaker identification and relevant sound cues.

See also audio description; transcript

catalog

Use. Use catalog, the preferred US spelling, for an organized collection of programs, films, or other assets. Distinguish a production catalog from a currently available viewing library. Inclusion in a catalog does not establish present distribution rights, ownership, or access in every territory. Name the catalog's actual scope when relevant.

Example The catalog lists the available program titles.

See also rights holder

CEO

Use. Uppercase without periods. Use chief executive officer when a formal first reference benefits from the full title; CEO is acceptable when familiar to the audience. Lowercase the spelled-out title in descriptive use. Verify the individual's current position and effective date before publishing an appointment or leadership statement.

Example the chief executive officer; the CEO

See also job titles

CFO

Use. Uppercase without periods. Expand as chief financial officer when a formal first reference benefits from the full title. Lowercase the spelled-out title in descriptive use and after a person's name; follow the job titles entry for a formal title directly before a name. Verify the appointment, employing entity, responsibilities, and effective date before publication.

Example the chief financial officer; the CFO

See also job titles; CEO; Topic W - Writing

channel

Distinguish. Specify whether this means a television channel, streaming channel, social account, or distribution route. Capitalize only as part of an official name. A channel does not automatically mean a separate brand or company. In performance tables, label channels consistently and separate account-level measures from program-level results. A route to market is not an audience metric.

Example a streaming channel; a YouTube channel

chart

Use. Use for a visual presentation of data, with a title that explains the subject. Label units, periods, sources, and material exclusions. A chart title may summarize a supported finding but must not exaggerate it. Ensure a text equivalent or table communicates the essential information when readers cannot perceive the graphic.

Example Monthly views, January-June; source and measurement definition below.

See also data

clear space

Use. Two words. Use for the protected area around a logo or lockup, measured from the outermost visible artwork. Follow the approved logo specification and use a repeatable unit rather than estimating by eye. Keep type, other marks, crop edges, and visually active imagery outside this area. Clear space remains necessary when a logo is reproduced at its minimum size.

Example Apply the approved clear-space unit on all sides of the logo.

See also Topic D - Design; lockup

click-through rate; CTR

Use. Hyphenate click-through. Expand the term when the audience needs it; use CTR afterward. State the counted clicks and denominator, usually impressions under the source's definition. A click-through rate does not by itself measure sales, completed viewing, or distinct people. Preserve platform-specific methodology in comparisons.

Example CTR is link clicks divided by counted impressions, expressed as a percentage.

See also conversion; impressions

client

Use. Use for a person or organization receiving professional services under the relevant relationship. An advertiser may also be a client, but a distribution platform, audience member, or prospective customer is not automatically one. Use prospective client or prospective advertiser before an agreement exists when the distinction matters.

Example The client approved the campaign brief.

See also advertiser; partner

closed captions

Distinguish. Use for captions that viewers can enable or disable. Open captions are part of the visible video image and cannot be turned off independently. Do not call all burned-in text closed captions. In delivery instructions, name the required caption format separately; this vocabulary entry does not set a technical delivery specification.

Example Enable closed captions in the player.

See also captions; subtitles

CMYK; RGB; HEX

Distinguish. CMYK describes a process-color model commonly used in print; RGB describes red, green, and blue color values used on screens. HEX is a notation for RGB values, not a separate print color system. Use the approved value for the output environment and specify the relevant color profile. Identical-looking numeric conversions do not guarantee matching output across devices or stocks.

Example Use the approved HEX value in a web theme and the approved print specification for a printed piece.

See also Topic D - Design; color profile

color contrast

Use. Use for the measurable visual difference between foreground and background, considered in the actual context of use. Check each intended text, icon, and interface state, including photographic backgrounds. A color pair that works for a large heading may fail for small body text. Do not describe a whole product as accessible merely because some color combinations meet a contrast target.

Example Check the final text color against the background behind each line.

See also Topic A - Accessibility; Topic D - Design

color profile

Use. Two words. Use for the defined color space or device characterization attached to an image, document, or output workflow. Record the destination's required profile and verify conversion and export settings. Assigning a profile and converting between profiles are different operations. Review exported files in the intended workflow; a screenshot is not a dependable print color proof.

Example Export using the profile required by the destination or print supplier.

See also Topic D - Design; CMYK; RGB; HEX

commission; commissioned by

Distinguish. Use for arranging or funding the creation of specified work when that role is verified. Distinguish commissioning from producing, presenting, owning, and distributing. Name the credited party and the relationship the agreement supports. A commissioning credit alone does not tell the reader who performed production or owns every underlying right.

Example Commissioned by the organization named in the agreement.

See also produce; production

company

Use. Use company as the preferred common noun for LSO Media Group. Lowercase it. Use the company after a clear first reference. Corporation and incorporated require an accurate legal basis and are not decorative substitutes. The preferred positioning describes a diversified company and its verified interests. Explain its parent role when the corporate relationship is the subject.

Example LSO Media Group announced the change. The company published the effective date.

compare to; compare with

Distinguish. Use compare with for evaluating similarities and differences; compare to is natural for likening one thing to another. In data reporting, identify both periods or groups directly rather than relying on a vague comparison phrase. Avoid mixing unmatched time spans or metrics merely because both figures use the same label.

Example Compare September's results with August's using the same metric.

complement; compliment

Distinguish. Complement means something that completes or works well with something else. Compliment means praise. Complimentary can mean free or expressing praise; state the intended meaning when needed. Use complement for a service relationship only when the sentence explains how the parts fit, rather than offering an empty endorsement.

Example The transcript complements the video; the guest sent a compliment.

comprise; compose

Distinguish. Comprise means contain or consist of: the whole comprises its parts. Compose means form or make up: parts compose the whole. Prefer includes, consists of, or is made up of when those words make the sentence more direct. Do not use is comprised of in authored corporate copy.

Example The package consists of three campaign assets.

confidential

Use only when. Use for material subject to an identified confidentiality requirement or an authorized internal handling classification. State the permitted audience, purpose, and handling conditions where needed. A confidentiality label does not create an agreement with an outside recipient by itself. Do not include confidential information in a public draft, an unapproved external service, or a broadly shared asset folder.

Example Confidential draft - for the named review group.

See also Topic G - Governance; off the record; privacy

connected TV; CTV

Use. Use connected TV for a television connected to the internet, directly or through another device. Expand before CTV when the audience needs the term. In advertising, identify whether the claim concerns devices, inventory, or viewing. CTV is not interchangeable with all streaming, mobile viewing, OTT, or a particular revenue model.

Example connected TV (CTV) advertising inventory

See also OTT; smart TV

Connection Global

Use. Use this spelling and capitalization. Use the full name in formal copy and brand lists. Do not replace it with Connection TV unless the specific subject requires that name and the relationship is confirmed. Confirm the current relationship before adding the name to a portfolio description. Its entry here establishes house spelling, not ownership of every associated asset.

Example Connection Global

consolidated; consolidation

Distinguish. In general company descriptions, consolidation can mean bringing specified interests or activities into a common structure. Explain what came together and when. Consolidated financial statements have a distinct accounting meaning and require the appropriate verified reporting basis. Do not describe a combined marketing total, a portfolio list, or a shared management arrangement as consolidated financial results without that basis.

Example The announcement describes the consolidation of the specified business interests.

See also Topic B - Brand; Topic E - Evidence; restructure; restructuring

consumer goods procurement

Use. Use for the sourcing and purchasing of consumer products within a verified business scope. Name the goods, customer, or procurement function when useful. Distinguish procurement from manufacturing, retailing, importing, fulfillment, and ownership of inventory. Do not imply that every activity is offered simply because one business participates in the procurement process, or make unsupported claims about product origin or certification.

Example consumer goods procurement interests

See also Topic B - Brand; procurement; business interests

content

Use. Use as a broad category when several formats are involved. Prefer program, episode, film, video, article, or campaign when the format is known. Content is a mass noun in this sense. Do not use contents as the plural of creative output; contents is appropriate for a table of contents or items inside something.

Example original content; three episodes

contractions

Use. Use familiar contractions when they make website, social, and instructional copy sound natural. Avoid stacked or ambiguous contractions, and favor full forms when precise emphasis matters. Do not mechanically remove contractions from a speaker's verified quotation. Formality should come from clear content rather than unnecessarily stiff wording.

Example We're preparing the next update; we are responsible for the correction.

conversion

Use. Use for a defined action that a campaign or analytics system counts, such as a purchase, sign-up, or inquiry. State the action, attribution window, and relevant source when reporting results. A click is not automatically a conversion, and an attributed conversion does not alone establish that the campaign caused the action.

Example The report counts completed inquiry forms as conversions.

See also attribution; click-through rate; CTR

copy; copywriting

Distinguish. Copy is written material for publication or a campaign. Copywriting is the work of creating it; a copywriter performs that work. Do not confuse copywriting with copyright, which concerns rights. Use final copy only after the applicable content review, and identify the version to avoid publishing an earlier draft.

Example Send the revised copy to the copywriter.

See also copyright and trademarks

copyright and trademarks

Distinguish. Preserve the spelling and case of third-party names. Use trademark symbols only when required by the rights holder or approved usage. A copyright notice names the actual rights holder; brand affiliation alone does not establish ownership. Do not add a registration symbol without confirming that it applies. Reproduction permissions and required credit lines should travel with the asset.

Example Apply the supplied copyright notice for the asset.

correction

Use. Use for a change that fixes a factual error. Make the correction specific enough for readers to understand what was wrong and what is accurate. An update adds or changes information; it should not conceal a correction. Preserve the meaning of verified quotations when correcting accompanying copy.

Example Correction: The earlier version misstated the event date.

See also source

cost per click; CPC

Use. Expand for an unfamiliar audience and use CPC afterward if it recurs. Define the included cost and counted clicks in a report. Distinguish the price offered in a buying arrangement from the average measured after delivery. A lower CPC does not, on its own, establish better audience quality or business results.

Example Average CPC equals included campaign cost divided by counted clicks.

cost per thousand; CPM

Use. Expand as cost per thousand impressions for general audiences, followed by CPM if needed. State the inventory, impression definition, and included charges. Do not substitute people or completed views for impressions. A quoted CPM may describe a rate; an effective CPM describes a calculation from delivered cost and impressions.

Example The media plan states the CPM and its impression basis.

See also impressions

creative

Use. Use creative as an adjective for work or as an established industry noun for campaign assets. For general audiences, identify the asset: ad, concept, script, or video. Avoid creatives as a blanket label for people. In proposals, name the quantity, format, and review scope of deliverables. Creative direction and finished production are different stages of the work.

Example creative production; campaign assets

credit

Distinguish. Specify whether credit means a production acknowledgment, source attribution, advertising adjustment, or financial arrangement. Use the credit supported by the contributor's actual role and the relevant agreement. Publicly crediting an asset does not itself grant permission to use it. Keep names and titles consistent with the approved credit list.

Example Photo credit: the named photographer.

See also permissions; produce; production

credit and financial counseling

Use. Use this full phrase for the stated sector when that is the intended scope. Identify the actual service and provider in customer-facing copy. Counseling is not automatically lending, investment advice, credit repair, debt settlement, or a guaranteed improvement in a credit score. Claims about qualifications, licensing, results, cost, or eligibility need evidence specific to the service described.

Example interests in credit and financial counseling

See also Topic B - Brand; Topic E - Evidence; credit

cross-platform

Use. Hyphenate as a modifier. Use for work, availability, or measurement across more than one platform, and identify the actual platforms when that matters. Do not imply an audience total has been deduplicated merely by labeling it cross-platform. Multiplatform is the preferred general description of campaigns spanning several destinations.

Example cross-platform reporting with platform totals shown separately

See also multiplatform; deduplication

D

dash

Distinguish. Use an em dash sparingly for a genuine interruption and an en dash for compact ranges in tables or graphics where appropriate. Use to for numeric ranges in prose and a hyphen within compounds. Do not use a string of hyphens as polished punctuation. Prefer a shorter sentence when clearer.

Example The update covers three months, April through June.

data

Use. Use data as a collective singular in ordinary corporate copy: the data shows. Retain plural agreement in technical or quoted material when it is intentional and consistent. Prefer results, figures, or records when they are more specific. State the source, period, and limitations that materially affect interpretation.

Example The data shows a change in viewing patterns.

See also source

dateline

Use. Use for the location and date line of a formal release when that format is appropriate. Confirm the location associated with the announcement; do not infer headquarters from the dateline. Use the actual release date and keep it consistent with publication metadata. Avoid inserting an invented city to complete a template.

Example [Confirmed city], [State], [Month day, year]

dates and times

Use. Use month day, year in US prose. Omit ordinal endings. Include the year and time zone when needed to prevent ambiguity. Do not use today, tomorrow, or yesterday in evergreen copy. Spell out the month where an all-numeric date could be misread. Match publication tense to the confirmed effective date rather than a draft's date.

Example September 24, 2026; 9 p.m. ET

deadline

Use. Give a specific date and, when needed, a time and time zone. Distinguish a submission deadline from a release date or expected response time. Avoid end of day when readers work across locations or schedules. State what must be received or completed, rather than leaving the required action implied.

Example Submit the completed form by 5 p.m. ET on September 24.

deduplication

Use. One word. Use for identifying and removing repeated records or repeated audience counts within a stated scope. Explain the unit and method at an appropriate level. A platform's deduplicated total does not establish that a sum across platforms is deduplicated. If overlap cannot be resolved, report totals separately or label the limitation.

Example Platform totals are shown separately; cross-platform overlap is unknown.

See also reach; unique viewers

design tokens

Use. Two words. Use for named, reusable values that connect design decisions to implementation, such as text color, spacing, and type size. Give semantic tokens names that describe their role, not just their appearance. Document permitted themes and states. A token set is useful only when the values, component behavior, and published brand specification remain synchronized.

Example text-primary; space-section; border-focus

See also Topic D - Design; template; version control

digital

Use. Lowercase. Identify the actual format or destination when possible: website, social campaign, app, or digital advertising. Digital is a broad category, not a promise about capability or performance. Separate an owned website or app from a purchased placement on someone else's service. Avoid implying universal availability through a broad category name.

Example digital and social campaigns

disability

Use. Mention disability when it is relevant and describe people respectfully. Follow a person's stated preference for identity-first or person-first language where known. Avoid labels that reduce people to a condition and comparisons with normal people. Do not infer a diagnosis or functional limitation from appearance, behavior, or a brief interaction.

Example Use the person's preferred description.

See also accessibility

disclosure

Use. Use for a clear statement of a relationship or condition readers need to understand. Identify sponsorship, paid content, or a material limitation directly and close to the relevant content. Avoid a vague label that leaves the commercial relationship unclear. Use the applicable approved disclosure for the actual arrangement and publication context.

Example Paid content created for the named advertiser.

See also branded content; sponsor

distribution

Use. Use for making content available through identified outlets or platforms. Name confirmed destinations and the scope of availability. Separate a placement opportunity from a secured distribution agreement. State territory, window, and platform when material. Distribution does not itself establish production, commissioning, ownership, exclusivity, or an endorsement by the outlet.

Example distribution across confirmed streaming platforms

diversified

Use. Use to describe a company with verified interests across different business areas. For LSO Media Group, this is the preferred general positioning when followed by its stated sectors. Diversified does not itself mean risk-free, financially balanced, multinational, or fully integrated. Name the interests that establish the scope instead of repeating the adjective as an unsupported claim of business performance.

Example LSO Media Group is a diversified company with interests across media, hospitality, credit and financial counseling, and consumer goods procurement.

See also Topic B - Brand; business interests; portfolio

download

Use. One word as a noun or verb. Use only when the action transfers a file to the user's device; opening a webpage or playing a stream is different. A link should name the file or useful action and, where helpful, include format and size. Do not promise permanent access if restrictions apply.

Example Download the brand guide (PDF).

See also hyperlink

DPI; PPI

Distinguish. DPI means dots per inch and describes output-device dot density. PPI means pixels per inch and describes image pixel density at a specified physical size. Neither figure alone establishes visual quality. A pixel dimension and intended reproduction size are needed to assess a raster image. Follow the output specification and do not assume changing metadata adds image detail.

Example State both the image's pixel dimensions and its intended print size.

See also Topic D - Design; raster; vector; units of measure

E

editorial

Distinguish. Use for journalism, editorial judgment, or the process of selecting and shaping material. Corporate announcements and branded content do not become independent journalism because they appear in a newsroom. Identify opinion, analysis, and reported work when the distinction matters. Maintain the separation between corporate approval and a news brand's editorial responsibilities.

Example editorial standards; corporate newsroom

email

Use. One word, lowercase, without a hyphen. Use email address when requesting contact information. Use the actual address as link text where that helps the reader. Use a specific subject and put the purpose or request first. Confirm recipients, attachments, and the intended publication status before sending a message.

Example Send an email to the listed contact.

embargo

Use only when. Use for an agreed restriction on publication before a specified date and time. State the time zone and conditions, and distinguish an embargo from a scheduled public release. Adding an embargo label to unsolicited material does not by itself establish the recipient's agreement. Confirm the arrangement before relying on it.

Example Embargoed until the agreed date and time, with time zone.

endorsement

Distinguish. Use for an expression of support when that support is established. A brand relationship line, a sponsor credit, and a personal endorsement serve different purposes. Do not infer endorsement from a guest appearance, distribution listing, or adjacent logos. Name the party and scope rather than implying broader approval.

Example Part of LSO Media Group is a corporate relationship line.

See also Part of LSO Media Group; partner

engagement

Distinguish. Use for defined audience actions, such as comments, shares, clicks, or watch activity. A report must state which actions are counted and how any engagement rate is calculated. Do not sum unlike actions and label them engaged people. A high engagement rate is not automatically evidence of positive sentiment or sales.

Example engagement measured by comments and shares

episode

Use. Lowercase unless it begins a heading or forms part of a displayed official title. Use an episode number only when confirmed. Separate the series name from the episode title clearly. Use numerals in descriptive numbering, such as season 2, episode 4. Distinguish a complete episode from a clip, excerpt, teaser, or trailer.

Example season 2, episode 4

estimate

Use. Label a value as an estimate when it is not a final measured result. State its basis, period, and meaningful uncertainty where those affect decisions. Use approximately or about with suitable rounding, not false precision. Distinguish an estimate of an existing quantity from a forecast of a future result.

Example The estimate uses the stated sample and reporting period.

See also forecast

evergreen

Use. Use internally for material intended to remain useful beyond an immediate news cycle. Prefer a plain description for general audiences. Evergreen does not mean maintenance-free: review names, links, availability, and claims as facts change. Replace relative dates and temporary launch wording with dated or enduring information.

Example Use the confirmed release date instead of today.

See also dates and times

exclusive

Use only when. Use only when the relevant exclusivity is confirmed. State the boundary where useful: platform, territory, release window, or access tier. Remove or revise the claim when that boundary changes. A single exclusive window does not establish exclusive ownership. Identify whether the claim concerns access, distribution, a contributor agreement, or another defined relationship.

Example exclusive to the named platform during the stated window

export

Use. Use for creating a delivery file from a source document or project. State the required format, dimensions, profile, and relevant accessibility or media settings. Saving an editable project is not the same as producing the final delivery file. Inspect the exported file itself for font substitution, broken links, clipping, missing pages, color changes, and incorrect version information.

Example Export the approved layout and inspect the resulting PDF.

See also Topic D - Design; Topic G - Governance; PDF

F**fact-check; fact-checking**

Use. Hyphenate the verb and its derived forms. Verify names, dates, titles, quotations, relationships, and measurable claims against suitable evidence. A spelling review is not a fact-check. Record the source for claims that may be challenged or reused, and distinguish a verified fact from an inference or reported allegation.

Example Fact-check the announcement against the approved records.

See also source; attribution

FAST

Use. Expand as free ad-supported streaming television at first mention. Use FAST afterward. It typically describes free, ad-supported, scheduled streaming channels; distinguish it from on-demand viewing. A free website player is not automatically a FAST channel. Confirm the scheduled service and its access terms before using the label commercially.

Example a free ad-supported streaming television (FAST) channel

fewer; less

Distinguish. Use fewer with countable items and less with amounts or quantities treated as a whole. Less is natural with time, money, distance, and many measurement expressions. Avoid mechanical rewrites that make a sentence awkward. Where a comparison is material, identify the actual units and baseline rather than relying on an imprecise modifier.

Example fewer episodes; less time; less than \$100

film; movie

Use. Both are acceptable. Prefer film in corporate production descriptions and catalogs unless a program or audience convention calls for movie. Preserve the language of official titles. Identify the relevant work as a feature, short, documentary, or other confirmed format when useful. Do not infer a theatrical release from the term film.

Example film production; a feature film

fiscal year

Use. Two words, lowercase. State the period a fiscal year covers when readers may assume a calendar year. Use FY only for a familiar audience or after defining it. Do not combine calendar-year and fiscal-year comparisons without explaining the difference. Preserve the organization's actual reporting convention.

Example fiscal year 2026, with its start and end dates identified

follower

Distinguish. Use for an account following a defined social account under the platform's terminology. Specify platform and measurement date when reporting a count. Followers are not automatically active viewers, paid subscribers, or distinct people across platforms. Distinguish net follower growth from the total number of new follows when unfollows are included.

Example The report lists followers by platform as of the stated date.

See also subscriber; audience

font; typeface

Distinguish. A typeface is a design family; a font is a particular implementation or style used to render it. Ordinary production instructions may use font when the meaning is clear. Specify the approved family, weight, size, and fallback rather than relying on a visual resemblance. Confirm the license permits the required desktop, web, embedding, app, or distribution use.

Example Use the approved body typeface at the specified weight and size.

See also Topic D - Design; typography; license; licensing

forecast

Distinguish. Use for an evidence-based expectation of a future result. State assumptions, period, and meaningful uncertainty. A target is an intended outcome; a forecast estimates what may happen. Neither is an actual result or guarantee. Update time-sensitive forecasts when new evidence materially changes the basis for the estimate.

Example The forecast assumes the stated release schedule and campaign spend.

See also estimate; projection

format

Use. Specify whether format means a creative structure, file type, aspect ratio, or technical delivery specification. Avoid using format as a substitute for a precise requirement. A show's format and the file used to deliver its episode are different. Technical descriptions should reference the applicable delivery requirements rather than inventing them in promotional copy.

Example The program uses an interview format; delivery is in the specified file format.

free

Use only when. Use only when the described offer has no charge and any material condition is clear. State whether registration, ads, a qualifying subscription, or a time limit applies. Free does not mean ad-free. Keep limitations close to the offer rather than in a remote footnote. A free trial should state its duration and material renewal conditions.

Example Free to watch with ads, if accurate.

frequency

Distinguish. Specify whether frequency means a publication schedule or an advertising exposure measure. In advertising reports, define the average number of impressions per reached unit using the source's scope. An average does not show how exposures are distributed across individuals. Do not confuse campaign frequency with the number of creative assets.

Example Advertising frequency is reported per reached account for the stated period.

See also impressions; reach

fundraising

Use. One word as a noun or adjective. Use fundraising for seeking financial support, and describe the actual arrangement. Distinguish a donation, sponsorship, investment, and purchase. Do not imply tax treatment, charitable status, or a use-of-funds restriction without a verified basis. Use raise funds as a natural verb phrase.

Example The announcement explains how the funds will be used.

G**gender; pronouns**

Use. Use a person's stated name and pronouns. Mention gender only when relevant. Singular they is acceptable for a person who uses it and when gender is unknown or unnecessary. Avoid gendered job labels when a neutral role name works. Do not infer pronouns or identity from a photograph or job title.

Example The producer submitted their notes.

geoblocking

Use. One word. Use for restricting access based on a user's geographic location. Explain the available territory in public copy when that is the useful information. Geoblocking does not establish that every access attempt will be identified perfectly. Do not promise worldwide availability merely because a link can be opened from elsewhere.

Example Viewing is available in the stated territory.

See also territory; availability

grid

Use. Use for the structural arrangement of columns, rows, margins, and spacing that aligns a layout. State the intended format and breakpoint or page size. A grid supports hierarchy and consistency; it does not require every element to occupy identical space. Adapt it deliberately when an asset changes orientation, and preserve logical reading order when columns collapse.

Example Use the document's column grid to align headings, text, and captions.

See also Topic D - Design; visual hierarchy; margin; padding

group

Use. Lowercase in a generic reference. Prefer LSO or the company when referring back to LSO Media Group. Do not treat Group as an honorary title or use it as an unexplained standalone name. Use the full name when another company or group could be the antecedent. Lowercase the group in descriptive prose after an unambiguous reference.

Example the company; the group's brands

guarantee

Use only when. Use for an explicit approved commitment with its scope and conditions. Do not promise audience behavior, sales, engagement, or other outcomes outside the company's control without a supported agreement. Distinguish a guaranteed deliverable from a forecast. Place material conditions where the reader can understand them before making a decision.

Example State the guaranteed deliverable and the agreement's conditions.

See also forecast

H

hashtags

Use. Use selectively when they help readers find or identify relevant content. Capitalize the first letter of each word in a multiword hashtag to improve readability, while preserving acronym case. A hashtag is a label, not proof of ownership or reach. Do not let it replace a clear company name or disclosure.

Example #LSOMediaGroup

HD; 4K

Use only when. Use these format labels when the actual delivered or available version supports them. Distinguish capture resolution from delivery resolution and the viewer's playback conditions. Do not describe a service as 4K solely because footage was recorded at that resolution. Detailed specifications belong in the relevant delivery document or product description.

Example The footage was captured in 4K and delivered in HD.

headlines

Use. Use sentence case. Capitalize the first word and proper names. Preserve approved brand capitalization. Prefer a concrete action or subject; omit a final period from ordinary article and section headings. Keep a meaningful condition in the headline when omitting it would mislead. Avoid unexplained acronyms, vague suspense, and punctuation used to manufacture urgency.

Example LSO Media Group announces a portfolio update

hospitality

Use. Use for the verified sector or business activity concerned, and specify the actual service when communicating with customers. Hospitality may involve different types of accommodation, venues, food service, or guest experience, but the broad category does not establish that LSO offers all of them. Do not invent properties, locations, ratings, amenities, or reservation services to illustrate the portfolio.

Example LSO Media Group has interests in hospitality.

See also Topic B - Brand; business interests

household

Distinguish. Use for a household unit as defined by the source. Identify whether the figure is estimated, modeled, or directly reported. A household is not equivalent to a person, device, or account. Do not multiply households by an assumed household size to present a viewer total without an explicit, defensible estimation method.

Example The source reports estimated households for the stated period.

See also audience

hyperlink

Use. Use link in ordinary instructions. Link text should describe the destination or action and make sense out of context. Avoid click here as standalone text. Check the destination and label downloadable formats when helpful. A displayed short website address should point to the correct full HTTPS address.

Example Read the brand guide.

See also website; webpage

I

icon

Use. Use for a compact symbol representing an action, object, or status. Pair unfamiliar icons with clear text and provide an accessible name for interactive controls. Use a consistent visual family and optical scale. Do not rely on color or a symbol alone for an essential warning, and do not redraw a third-party logo as a generic icon.

Example Pair the download icon with Download the guide.

See also Topic A - Accessibility; Topic D - Design

impressions

Distinguish. Use for counted deliveries or displays under the reporting source's definition. State platform, period, and relevant scope. An impression is not necessarily a distinct person, a viewable exposure, an attentive viewer, or a completed video view. Do not convert impressions into audience size without a documented method and clear qualification.

Example The report lists delivered impressions by platform.

See also reach; viewability

in person; in-person

Use. Use in person after a verb and in-person before a noun. Distinguish physical attendance from live participation through a remote connection. An event can include both formats, but hybrid should be explained through the actual attendance options. State location and access details when inviting people to participate.

Example Attend in person; an in-person interview.

intellectual property; IP

Use. Use intellectual property when the broader category is relevant and expand it before IP for unfamiliar audiences. Name the actual right, asset, or license when possible. Ownership of a brand name does not establish ownership of every program, recording, or contributor's work associated with it.

Example The agreement identifies the rights licensed for the campaign.

See also license; licensing; copyright and trademarks

internet

Use. Lowercase. Use online when it is the more natural description of availability. Avoid the web when the intended meaning includes non-web internet services. A website, streaming app, and email service may all use the internet while offering different experiences. Name the actual service when giving instructions.

Example internet access; available online

interview

Use. Use for an exchange conducted to gather information or present a participant's perspective. Identify whether the material is live, recorded, or edited where that matters. A guest's participation does not establish company endorsement of every statement. Do not rewrite a response in a way that changes its meaning.

Example The interview was recorded on the stated date.

See also quotation

investment

Distinguish. Use for a verified commitment of resources with the relevant purpose and terms; name a financial investment precisely when that is the subject. Distinguish an equity holding, loan, capital expenditure, sponsorship, and ordinary operating expense. In general positioning, investment language must not imply a completed transaction, an ownership percentage, investor services, or promised returns that have not been established.

Example The announcement identifies the investment, its scope, and its confirmed timing.

See also Topic E - Evidence; capital allocation; owned; ownership

its; it's

Distinguish. Its is the possessive form of it. It's means it is or it has. LSO Media Group is singular, so the company and its brands is the standard construction. Read the expanded contraction aloud when checking uncertain cases. Do not add an apostrophe to a possessive its.

Example LSO Media Group and its brands; it's available online.

See also LSO Media Group

J

job titles

Use. Capitalize a formal title immediately before a person's name; lowercase a descriptive title, a title after the name, and generic references. Preserve a deliberate display treatment in a directory or signature. Verify the actual title and scope. Do not promote an employee's role or imply executive authority through capitalization.

Example Vice President [Name]; [Name], vice president of [brand]

K

Kerning; tracking

Distinguish. Kerning adjusts spacing between particular letter pairs; tracking adjusts spacing across a run of text. Use the approved typography settings and inspect results at the intended size. Do not use repeated spaces to imitate either adjustment or compress a name until it becomes hard to read. Display typography may need optical review even when numeric settings are consistent.

Example Adjust a heading's tracking in the type controls, not with inserted spaces.

See also Topic D - Design; typography; x-height

KPI

Use. Expand as key performance indicator at first mention for an unfamiliar audience, then use KPI. A KPI is a selected measure of progress toward an objective, not a synonym for every available statistic. State its definition, period, target, and source when reporting performance. Distinguish leading indicators from final outcomes.

Example A campaign KPI tracks qualified inquiries during the stated period.

L

leading; line height

Distinguish. Use leading in print typography and line height in digital specifications for the vertical distance controlling lines of text. State the unit or ratio and the relevant type size. Check long paragraphs, lists, and wrapped headings rather than judging one sample line. Tight spacing must not clip accents or make adjacent lines difficult to follow.

Example Set body line height using the approved text style.

See also Topic D - Design; typography

legal name

Use. Use the exact registered or contracting name where the document requires it, verified from an appropriate record. Do not invent Inc., LLC, Ltd. or another suffix to make the company name appear formal. A public brand name and a legal entity name can differ. Identify the contracting or responsible entity when that difference affects the reader.

Example Insert the verified contracting entity in the agreement.

See also Topic G - Governance; company; operating company

license; licensing

Distinguish. Use license as the US noun and verb; licensing is the process of granting or obtaining specified permission. State the work, rights, uses, territory, and period when relevant. A license does not automatically transfer ownership or grant every possible use. Do not describe licensed content as owned solely because the company distributes it.

Example The license covers the uses listed in the agreement.

See also rights holder

linear

Use. Use for a scheduled sequence of programming that viewers join as it plays. Explain scheduled channel for a general audience when clearer. Linear describes the viewing structure, not whether delivery uses cable, broadcast, or the internet. A linear channel may include live and prerecorded material.

Example The linear channel follows a published schedule.

See also FAST; streaming

live

Use. Use only for a real-time event, performance, or transmission as described. Label replays and recordings clearly. A scheduled premiere of a prerecorded video is not a live production. Small transmission delays do not necessarily change a live event's description, but intentional replays, loops, and prerecorded segments require clear contextual labels.

Example Watch the replay of the live event.

livestream

Use. One word as a noun or verb. Use live stream only when it is required by an official product name or quoted interface. Use livestreamed and livestreaming. Name the viewing destination, start time, and time zone in event instructions. Distinguish the original live transmission from an archived recording at the same link.

Example Watch the livestream.

lockup

Use. One word. Use for an approved fixed arrangement of a logo with a wordmark, descriptor, endorsement, or other graphic element. Treat the arrangement as a controlled asset. Do not rebuild it with live text, change component proportions, or add an unapproved slogan. Select a suitable approved version when space or background conditions change.

Example Use the approved horizontal lockup for the available space.

See also Topic D - Design; clear space; Part of LSO Media Group

log in; login

Distinguish. Use log in as a verb and login as a noun or adjective. Sign in is often clearer for public instructions; follow the interface's actual label consistently. Do not tell users to log in when the action is creating an account or subscribing to a paid service.

Example Log in to your account; enter your login details.

lower third

Use. Use lower third as a noun for a graphic placed in the lower part of the frame; hyphenate lower-third before a noun. Identify a person's verified name and relevant role. A graphic should remain readable at the intended viewing size and should not cover captions or essential visual information.

Example a lower third; lower-third text

lowercase; uppercase

Use. One word for each term. Use lowercase for ordinary nouns and descriptive roles, and retain the capitalization of proper names and approved brands. Uppercase may be an intentional display treatment, but it does not change the standard written form used in body copy, metadata, or accessibility labels.

Example Use LSO Media Group in body copy.

See also LSO MEDIA GROUP; headlines

LSO

Use. Use after LSO Media Group has appeared in the same item. Repeat the full name in a new standalone asset or when context resets. Do not invent an expansion of these initials. In pronunciation notes, write L-S-O. Do not use the initials to shorten Luigi Scarcelli Official in corporate relationship statements or brand lists.

Example LSO Media Group on first mention; LSO in subsequent references.

LSO Media Group

Use. The standard company name in prose. Capitalize all three words as shown and keep LSO uppercase. Use on first mention in formal announcements and standalone documents. Refer to the company as it, not they. Use a diversified-company description when introducing its current scope. Naming conventions do not replace verification of portfolio relationships, activities, or claims.

Example LSO Media Group; LSO Media Group's brands

LSO MEDIA GROUP

Use only when. Use only as an intentional display treatment in a masthead, short label, or artwork. Use LSO Media Group in body copy, metadata, alt text, and accessibility labels. Display case does not change the written name. Retain meaningful capitalization in text extracted from the artwork. Do not force whole paragraphs into capitals merely because the logo or masthead uses them.

Example A short corporate masthead set in capitals.

Luigi Scarcelli Official

Use. Use the complete brand name. Official is part of the name. In formal lists and relationship statements, do not shorten the brand to Luigi, Scarcelli Official, or LSO; LSO refers to the parent. Confirm the relevant brand relationship and current distribution information when writing about its programs. Preserve the full name in metadata and accessible descriptions.

Example Luigi Scarcelli Official

M

margin; padding

Distinguish. In a page layout, a margin separates content from the page or trim boundary. In digital layouts, margin commonly separates an element from neighbors and padding separates its contents from its own boundary. State the unit and applicable size or breakpoint. Neither substitutes for logo clear space, print bleed, or destination-specific video safe areas.

Example Specify page margins separately from the padding inside a callout box.

See also Topic D - Design; bleed; safe area

market

Distinguish. Specify whether market means a geographic area, audience segment, or commercial category. Define the boundaries for market-size and leadership claims. A platform's potential technical availability is not the same as a measured local audience. Do not imply a recognized television market designation when the copy means an informal region.

Example The campaign targets the geographic area stated in the brief.

measurement

Use. Identify whether measurement refers to physical dimensions, technical specifications, audience activity, or business performance. Name the unit, method, scope, and relevant period. Match precision to the quality of the source. A visually neat number or chart is not more accurate because it uses extra decimal places, and two figures with the same label may have different definitions.

Example Width: 120 mm; reporting period: July-September; metric definition supplied with the table.

See also Topic D - Design; Topic E - Evidence; units of measure

media

Distinguish. Use as a broad description of the industry or the formats involved. When precision matters, name television, streaming, digital publishing, or another actual medium. Do not use the media to imply all journalists share one position. The word describes one part of LSO's stated portfolio scope; do not use it to erase other verified business interests from a company-wide description.

Example media brands; television and streaming

metadata

Use. One word. Use for descriptive or technical information attached to a file, page, or program, including title, description, and date. Apply the same names and factual standards as visible copy. Do not insert hidden unsupported claims or alternate brand spellings for search purposes. Keep metadata synchronized when the underlying material changes.

Example The metadata uses the confirmed episode title and release date.

See also SEO

money

Use. Use the currency symbol with numerals when the currency is clear, and identify USD when the currency could be ambiguous. Use million and billion in prose for readability. State the period and basis for material financial figures. Do not confuse compensation opportunity, contract value, revenue, and cash paid.

Example \$2.5 million; USD 500 when currency could be unclear.

See also revenue

month-over-month

Use. Hyphenate as a modifier. Use for a comparison with the immediately preceding month and identify both months in reporting. Calendar months have different lengths; explain an adjusted comparison if used. Do not label a comparison with the same month of the prior year month-over-month. Use consistent metric definitions.

Example month-over-month growth from August to September

See also year-over-year

more than; over

Use. Both are acceptable with quantities when the meaning is clear. Prefer more than where it avoids confusion with location, coverage, or elapsed time. Do not use either to exaggerate a rounded figure or conceal the basis of a claim. A threshold statement still needs a verified measure and period.

Example more than 1,000 views during the stated period

motion

Use. Use for purposeful movement in a graphic, interface, or video. Specify what moves, why it moves, its timing, and the intended destination. Essential information must remain understandable without animation. Provide an appropriate reduced-motion experience where the medium supports it, and review motion, flashing, and looping for access needs rather than assuming a short duration removes the concern.

Example Use a static equivalent that preserves the animated graphic's message.

See also Topic A - Accessibility; Topic D - Design

multiplatform

Use. One word, no hyphen. Use only when work actually spans more than one platform. Name the platforms or media types when relevant. It does not establish that the same material appears everywhere. For commercial proposals, distinguish confirmed deliverables from optional placements. For reporting, disclose different platform definitions and any unresolved audience overlap.

Example a multiplatform campaign

N

NEWS NEXT

Use. Always uppercase, including headlines, body text, captions, and metadata. Treat the name as a singular brand. Do not change the case to match surrounding sentence-case text. Preserve the space between the two words. Distinguish the brand, its programs, and its distribution channels when identifying an announcement's subject or reporting results.

Example NEWS NEXT

newsroom

Use. One word, lowercase unless it begins a label or heading. For LSO's corporate website, it describes the section for company news and announcements. Distinguish that role from a journalism operation. Date announcements, distinguish later updates from corrections, and keep attribution clear. A newsroom label is not evidence that a company statement is independent coverage.

Example Visit the newsroom.

nonprofit

Use only when. One word, without a hyphen. Use to describe a verified organizational status, not as a synonym for mission-driven, community-focused, or unpaid. Do not imply that an advertiser, partner, or portfolio brand is nonprofit based on the type of work it does. Claims about donations or tax treatment require their own verified basis.

Example Describe the organization's confirmed status.

See also fundraising

numerals

Use. Spell out zero through nine in ordinary prose and use numerals for 10 and above, with exceptions for measurements, dates, ages, percentages, money, and numbered seasons or episodes. Rewrite awkward sentence openings to avoid beginning with a numeral. Keep comparable values consistent within a chart or table.

Example three programs; 12 episodes; 5%; season 6

See also ages; percent

O

off the record

Use only when. Use for an agreed source arrangement governing information that is not for publication. Establish the terms before receiving the material and confirm what they mean; people may use the phrase differently. Distinguish it from not for attribution, background, and an embargo. Do not label material confidential merely to create the appearance of an agreement.

Example Confirm the source agreement before the interview.

See also embargo

on air; on-air

Use. Use on air after a verb; use on-air before a noun. Do not use on-air to describe every type of online availability. Identify the station, channel, and scheduled time when inviting viewers. A web upload may be available online without ever being transmitted on air.

Example The program is on air. An on-air promotion.

on demand; on-demand

Use. Use on demand after a verb or noun phrase; hyphenate before a noun. Preserve the conventional unhyphenated expansion video on demand. Describe the service, access terms, and territory when relevant. On-demand viewing may be paid, free, ad-supported, or restricted to a defined membership.

Example Watch on demand. An on-demand library.

online

Use. One word, lowercase. It describes an internet connection or internet-based availability. Name the specific service, site, or app when that information is useful. Online does not mean public, free, or available worldwide. Distinguish browser access from an installed app and identify account or subscription conditions where needed.

Example available online

opacity; tint; shade; tone

Distinguish. Opacity describes how much an element obscures what is behind it. In color work, tint commonly means a color lightened with white, shade one darkened with black, and tone one adjusted with gray; production software may use these labels differently. State the actual values and method. Changing opacity can create different colors and contrast on different backgrounds.

Example Use a specified color value rather than an unexplained 50% blue.

See also Topic D - Design; color contrast; tone of voice

operating business

Use. Use for an identifiable business activity or organization carrying out operations when that is the verified fact. It need not mean a separately incorporated entity. Use operating company only when company status is established. In a portfolio description, name the business area and relevant relationship so readers understand whether the reference concerns a company, brand, investment, or activity.

Example the operating businesses within the verified portfolio

See also Topic B - Brand; operating company; portfolio company

operating company

Use only when. Use for an established company carrying out business activities within the stated structure. A public-facing brand is not automatically a separate operating company. Confirm entity status before using the term in formal descriptions. Where the distinction is not needed or verified, portfolio brand is the more accurate description of a public identity.

Example Use portfolio brand when separate company status is unconfirmed.

See also brand; subsidiary

optical alignment

Use. Use for a deliberate visual adjustment that makes elements appear aligned even when their geometric edges differ. Apply it consistently and document reusable exceptions in templates. Optical correction does not authorize distortion of a logo or inconsistent spacing. Check the final viewing size: mathematically centered artwork can look off-center because of its shape or visual weight.

Example Center the approved logo visually within its reserved area without altering its proportions.

See also Topic D - Design; grid; lockup

Optimist Pictures

Use. Use this spelling and capitalization. Use the complete name on first mention and in brand lists. Do not create alternative spellings or abbreviations. Keep the name in ordinary title case in prose and metadata, even if artwork uses a display treatment. Verify its role before adding a production or ownership credit.

Example Optimist Pictures

original

Use only when. Use for content whose creation, commissioning, or release relationship justifies the label. Explain that relationship where ambiguity matters. The word does not automatically mean wholly owned, exclusive, or first-ever. In credits and catalogs, record the basis for this classification. A newly uploaded version of someone else's work is not an original production by the uploader.

Example original programming, when that classification is verified

See also exclusive; produce; production

OTT

Use. Expand as over-the-top at first mention when the technical term is necessary. Explain it as delivery over the internet for general audiences. Prefer streaming in public copy when it is precise enough. OTT describes delivery, not ownership or the payment model. Identify the actual service and distinguish devices such as smart TVs from platforms that distribute programs.

Example over-the-top (OTT) distribution

owned; ownership

Use only when. Use when the actual ownership relationship is established. Identify whether ownership concerns a company, brand, trademark, recording, or another asset. A corporate affiliation, production credit, or distribution license does not establish ownership of every related right. For complex relationships, state the narrower verified fact rather than using a blanket ownership claim.

Example The agreement identifies the assets owned by each party.

See also license; licensing

Oxford comma

Use. Also called the serial comma. Use the comma before and or or in a series of three or more items as LSO's house convention. Keep it when needed to prevent ambiguity, and rewrite a list if commas alone cannot clarify its structure. Preserve punctuation inside accurate quotations and fixed names.

Example television, streaming, and digital publishing

P

paid media

Use. Two words. Use for distribution or placement purchased through advertising arrangements. Distinguish paid placement from a company's own channels and independently earned coverage. A social post is not necessarily paid media; identify whether it was promoted or sponsored. Describe the actual placement rather than relying on broad category labels in client instructions.

Example The plan lists paid social placements separately from company posts.

See also branded content

parent company

Distinguish. Use to explain a verified corporate relationship, rather than as the default lead description of LSO Media Group. Lowercase; corporate parent is an acceptable variation. Lead general company introductions with its diversified scope and verified interests. The term does not establish the legal status of every brand or ownership of every associated asset.

Example LSO Media Group is the parent company of the named business, when that relationship is verified.

See also diversified; portfolio; Topic B - Brand

Part of LSO Media Group

Use. The preferred secondary endorsement. Preserve this capitalization in a standalone line. Keep the operating brand visually dominant. Do not add a period to a short graphic endorsement. Use only where the relationship is confirmed. It is a relationship line, not a promise about ownership of every item shown or an individual's endorsement.

Example Part of LSO Media Group

partner

Distinguish. Use when an actual collaborative business relationship exists or when inviting one. Name the relationship when that is clearer. Do not imply endorsement, affiliation, or a signed agreement merely because two logos appear together. Use distribution partner, production partner, vendor, client, or another precise role when appropriate. Do not imply a legal partnership through casual promotional language.

Example Partner with LSO Media Group.

paywall

Use. One word. Use for a restriction requiring payment or qualifying access to reach content. Explain the actual requirement, including subscription or account conditions, before directing readers to the content. A registration requirement is not necessarily a paywall. Do not describe a preview as unrestricted access to the complete program.

Example A subscription is required to watch the full episode.

See also free

PDF

Use. Uppercase without periods. Use for Portable Document Format files; expansion is rarely needed in ordinary instructions. Name the document and format in links when helpful. A PDF is not automatically accessible, printable to specification, or editable. Check searchable text, reading order, links, embedded fonts, page size, and export settings for the intended use, and retain the editable source.

Example Download the brand style guide (PDF).

See also Topic A - Accessibility; Topic D - Design; export

percent

Distinguish. Use the % symbol with numerals and no intervening space in ordinary copy, charts, and tables. Distinguish a percentage change from a percentage-point change. State the baseline and period when reporting growth. Use percentage points when subtracting two rates. A change from 20% to 25% is also a 25% relative increase, not a 5% relative increase.

Example 25%; from 20% to 25% is 5 percentage points

permissions

Use. State what permission is needed, who grants it, and what it covers. Distinguish permission to enter a location, record someone, use an asset, and distribute finished content. A publicly accessible file is not automatically licensed for reuse. Credit and permission serve different purposes; one does not substitute for the other.

Example Confirm permission for the planned use of the photograph.

See also credit; rights holder

personal data

Use. Use for information about an identified or identifiable individual within the relevant context. State the actual data collected or shared when explaining a process. A name removed from a record does not always make the remaining information anonymous. Do not publish unnecessary contact details, identifiers, or personal circumstances in examples, screenshots, review copies, or promotional assets.

Example Use fictional sample details in a public template.

See also Topic G - Governance; privacy; confidential

platform

Distinguish. Use for a named service or technical environment that hosts, distributes, or presents content. Name it when relevant. A device, distribution model, and service are different things. A platform listing should reflect current availability and supported access. Distinguish a proposed placement from one that has been approved and made available.

Example streaming platforms; the named app

podcast

Use. One word, lowercase. Use for an episodic program distributed as a podcast, and specify audio or video when the format matters. A single recorded interview is not automatically a podcast. Name the actual listening or viewing destination and avoid implying that distribution through one service establishes availability on all podcast platforms.

Example Listen to the audio podcast on the listed service.

See also series

portfolio

Use. Use for the company's collection of businesses, brands, and other identified interests. Specify brand portfolio when only brands are meant. A portfolio listing does not establish that each item is a subsidiary or independent legal entity. Keep lists and relationship descriptions consistent with current approved company information, distinguishing ownership, investment, licensing, and commercial relationships.

Example LSO Media Group's portfolio includes its verified business and brand interests.

See also brand; subsidiary

portfolio company

Use only when. Use for a company included in the relevant portfolio through a verified relationship. Identify ownership, control, investment, or another material relationship when the distinction matters. Do not turn every portfolio brand into a portfolio company by wording alone. This phrase does not establish that LSO is an investment fund, offers investment services, or wholly owns the company.

Example Name the portfolio company and its verified relationship to LSO Media Group.

See also Topic B - Brand; brand; subsidiary; investment

postproduction

Use. One word. Use for work after recording, such as editing, sound, color, and final preparation. Name the services actually included rather than treating postproduction as a promise of every finishing task. Technical delivery requirements belong in the applicable production specification. Postproduction work does not by itself establish ownership of the finished material.

Example The scope includes editing and sound postproduction.

premiere; premier

Distinguish. Premiere means a first public showing or initial release in a stated context. Premier means first in rank and is usually an unsupported promotional claim. Confirm what is new before using premiere. A broadcast premiere, festival premiere, and first online release can be different events. Qualify the claim when an earlier public release has already occurred.

Example The series premieres on the stated date.

prerecorded

Use. One word, without a hyphen. Use when material was recorded before its presentation. A prerecorded program may air on a scheduled linear channel or premiere at a set time. Those arrangements do not make the production live. Clearly identify replays and recordings when viewers could otherwise misunderstand the timing.

Example The prerecorded interview premieres at the stated time.

See also live; premiere; premier

press release

Use. Two words, lowercase. Use for a formal announcement supplied to the press and other audiences. Lead with the verified news, identify the company and date, and include a useful contact when available. A press release is company-authored material; its placement in a newsroom does not make it independent reporting.

Example LSO Media Group issued a press release about the confirmed change.

See also newsroom

pricing

Use. State what the price covers, its currency, billing period, and material conditions. Distinguish a starting price, fixed package price, estimate, and custom quote. Do not present a limited introductory price as an indefinite standard rate. Use current approved figures and explain when production, placement, or other charges are additional.

Example The quoted price covers the deliverables listed in the proposal.

See also money

privacy

Use. Use for the handling and protection of personal information and the expectations or choices associated with that handling. Describe actual practices, controls, and contact routes. Do not claim anonymity, confidentiality, encryption, or compliance merely because information is not displayed publicly. Product copy, forms, and notices must agree about the information requested and its intended use.

Example Explain why a form requests the listed contact information.

See also Topic G - Governance; personal data; confidential

procurement

Use. Use for the process of selecting and obtaining goods or services within a defined business scope. Distinguish it from production, resale, fulfillment, and financing. In public copy, name the activity or benefit that is actually provided. In operating documents, identify specifications, approvals, supplier terms, and acceptance criteria rather than treating a purchase request as an approved order.

Example The procurement brief states the required product specification and delivery terms.

See also consumer goods procurement; Topic G - Governance

produce; production

Distinguish. Use for the actual creation or making of content. Distinguish produced by, commissioned by, presented by, and distributed by. Use the correct credit rather than suggesting a broader creative role. Match credits to documented roles. Producing, commissioning, presenting, licensing, and distributing a work are distinct activities even when one company performs several.

Example produced by the credited production company

profit; margin

Distinguish. Profit is a financial result under a specified definition; margin may describe that result as a proportion of revenue, or refer to a design boundary in another context. State whether a financial figure is gross, operating, net, or another defined measure. Revenue, cash balance, and contract value are not profit. Identify the formula and reporting period for a margin.

Example The report distinguishes revenue from the specified profit measure.

See also Topic E - Evidence; revenue; margin; padding

program

Use. Preferred US spelling for a television or streaming program. Use show when appropriate for a conversational audience. Preserve the official spelling of titles and third-party names. For a viewing offer, identify the format and confirmed title. For a company initiative, explain its purpose so readers do not assume a television production.

Example television program; program schedule

projection

Distinguish. Use for a calculated future scenario based on stated assumptions. Explain the inputs, period, and material uncertainty. Distinguish a projection from an actual result, an operating target, and a guarantee. If several scenarios are shown, label them consistently and do not present the most favorable case as the expected outcome without support.

Example The projection assumes the stated audience and placement costs.

See also forecast; estimate

proofread; proofreading

Use. One word in each form. Use for checking spelling, punctuation, consistency, and presentation, preferably in the final output. Proofreading does not replace factual, rights, or accessibility review. Recheck after substantive edits or layout changes because new errors can appear when correct text moves into a different format.

Example Proofread the exported PDF at its final size.

See also fact-check; fact-checking

public relations; PR

Use. Use public relations for the discipline and expand it before PR for unfamiliar audiences. Describe the actual work, such as media outreach, announcements, or reputation communications. Public relations does not guarantee favorable coverage or control over an independent outlet's reporting. Distinguish earned coverage from purchased advertising placement.

Example The scope includes media outreach and press materials.

See also paid media

Q

quotation

Use. Preserve a speaker's meaning and verify the wording against the source. Do not invent statements for a real person and present them as spoken or approved. Label proposed quotes during drafting and obtain confirmation before publication. Place attribution close to the quotation and distinguish quotations from paraphrases.

Example Mark an unapproved draft as proposed quote.

See also attribution

R

raster; vector

Distinguish. Raster artwork is represented by pixels; vector artwork uses mathematical shapes and paths. Use a suitable source and output format for the task. Vector logos usually scale cleanly, but a vector container can still contain raster images. Renaming a file or placing a low-resolution image in a vector document does not restore missing detail.

Example Use the approved vector logo for a large-format print layout.

See also Topic D - Design; DPI; PPI; export

rating

Distinguish. Specify the kind of rating: audience measurement, viewer review, or content classification. In audience reporting, state the source, universe, period, and measured unit. A platform view count is not automatically a television rating. Do not compare differently defined ratings as though they measure the same population or behavior.

Example The report identifies the rating's measurement source and audience universe.

See also views

reach

Distinguish. Use for the defined number of distinct people, accounts, or households exposed during a stated period. Identify the source and unit. Cross-platform totals require care because the same audience may be counted more than once. State whether reach is directly measured, platform-reported, or modeled. Potential platform coverage and impressions must not be presented as observed distinct audience reach.

Example reach of 10,000 accounts, with source and period

restructure; restructuring

Use. Use to describe a confirmed organizational change. State what changed and when. Retire launch-era present-tense language once it becomes historical. Do not imply that content, staffing, ownership, or operations changed unless that is established. A restructuring does not automatically constitute an acquisition or a new business launch. Use the effective date and the verified entities or activities involved.

Example The restructuring took effect on the confirmed date.

retention rate

Use. Define exactly what the rate measures before reporting it. Video retention may mean audience remaining at a point in playback, average percentage viewed, or another platform-specific measure. Customer retention uses different units and periods. Do not compare rates with different denominators or average them without an appropriate weighting method. State the source, population, period, and calculation.

Example Average percentage viewed: use the platform's defined metric and reporting period.

See also Topic E - Evidence; watch time; engagement

return on investment; ROI

Use. Expand at first mention for unfamiliar audiences. Define the return, included costs, time period, and calculation used. Do not label views, impressions, or revenue alone ROI. Distinguish financial return from other campaign outcomes. If attributable profit or costs cannot be established, report the measurable outcomes directly rather than inventing a return figure.

Example The report states the ROI formula and included costs.

See also conversion

revenue

Distinguish. Use for revenue under the relevant accounting or reporting definition. Identify the period and scope, and distinguish recognized revenue from billings, cash receipts, bookings, and contract value. Gross and net figures are not interchangeable. Do not describe revenue as profit, or attribute company-wide revenue to a campaign without a supported basis.

Example The report separates revenue from profit.

See also ad revenue; money

rights holder

Use. Two words. Use for the person or entity holding a particular right and identify the right when it matters. Several parties may hold different rights in one production. The uploader, distributor, or visible brand is not necessarily the rights holder. Use the credited or documented name rather than inferring ownership from appearance.

Example Confirm the rights holder for the planned footage use.

See also permissions

runtime

Use. One word for the duration of a program or asset. State whether the runtime includes opening titles, credits, advertising, or breaks where that distinction matters. Use a clear minutes-and-seconds format and label it. Do not confuse a program's runtime with its scheduled slot or an individual viewer's watch time.

Example Runtime: 28 minutes, 30 seconds.

See also watch time

S

safe area

Use. Use for a reserved region within which important material remains clear of cropping, interface overlays, or other destination-specific obstructions. Identify the destination, orientation, and overlay assumptions. Keep captions, names, calls to action, and disclosures legible in the actual playback or feed view. A single universal inset does not guarantee safe placement across every screen or platform.

Example Review lower-third text against both caption placement and player controls.

See also Topic D - Design; Topic M - Media; lower third

sales

Distinguish. Specify whether sales means a business function, completed purchases, orders, or a reported financial figure. State the period and unit for quantitative claims. An inquiry or lead is not automatically a sale, and attributed sales do not alone establish causation. Use the actual stage in proposals and performance reports.

Example The report separates inquiries from completed sales.

See also conversion; revenue

script

Use. Use for text prepared for spoken or performed delivery, and identify whether it is narration, interview prompts, or a full program script. Write names, dates, and unfamiliar terms so the speaker can deliver them accurately. A script containing an unapproved quote remains a draft, even if its formatting is final.

Example Read the narration script aloud before recording.

season

Use. Lowercase in running text; use numerals. Preserve an approved title or promotional lockup when necessary. A season number must match the official program record. Distinguish a production season from a calendar season or broadcast period. Do not renumber existing episodes to fit a new promotional campaign without an approved program record.

Example season 6

SEO

Use. Expand as search engine optimization for unfamiliar audiences. Use for work intended to help search systems understand and surface relevant material. Describe the actual activity rather than promising a ranking or traffic result. Titles, descriptions, headings, and accessible content should remain accurate and useful to readers.

Example Update the page title and description to match its content.

See also metadata

series

Use. Use for a set of related episodes or installments. The singular and plural are both series. Use a series for one property and several series for more than one. Specify the approved title and confirmed episode information when listing a viewing destination. A playlist of unrelated clips does not by itself create a program series.

Example a documentary series; two series

shareholder

Use only when. Use for a person or entity that holds shares in the company concerned, when that relationship is verified. Do not use as a synonym for stakeholder, employee, partner, or every kind of investor. Distinguish share ownership from management authority and voting rights; neither the amount of ownership nor the rights attached to it should be inferred.

Example Use shareholders only when the communication concerns verified share ownership.

See also Topic G - Governance; stakeholders; investment

simulcast

Use only when. One word as a noun or verb. Use when the same program is transmitted at the same time through more than one outlet. Name the outlets and any material difference in availability. A later replay or separate release window is not a simulcast, even if the program appears on the same services.

Example The program is simulcast on the confirmed outlets.

See also live; distribution

singular; plural

Use. Treat LSO Media Group and named brands as singular entities in corporate prose. Use it and its for the company, and they and their for the people who work there. Keep agreement consistent when switching between company and staff. Series has the same singular and plural form.

Example The company has updated its guidance. Its employees have received it.

See also LSO Media Group

smart TV

Use. Lowercase smart; uppercase TV. Use for a television with built-in connected functions. Do not use it as a synonym for every connected TV setup, streaming device, or platform. Availability on one smart TV operating system does not establish support on every smart TV. Identify supported destinations when that information affects viewing.

Example Check whether the app supports your smart TV.

See also connected TV; CTV

social media

Use. Two words, lowercase. Use social media as a noun phrase without a hyphen; prefer social campaign, social account, or social platform when they are clearer modifiers. Name the actual platform when relevant. Keep essential conditions and disclosures in the post itself where practical. Verify that links and graphics retain their meaning when shared outside the original account.

Example social media accounts; a social campaign

source

Use. Identify the origin of information, including records, interviews, documents, and analytics systems. Use sources appropriate to the claim and retain enough detail to check it again. A secondary mention may point to evidence but does not replace verification when a primary record is available. State material uncertainty or conflicts between sources.

Example Source: the named analytics platform, reporting period, and metric definition.

See also attribution

specification

Use. Use for a precise, reviewable requirement governing an output, product, or service. Identify units, permitted variation, destination, and version where relevant. A sample image is useful context but does not replace written dimensions, file requirements, or acceptance criteria. Keep production requirements separate from marketing descriptions, and confirm an external destination's current requirements before final delivery.

Example The delivery specification states format, dimensions, and required companion files.

See also Topic D - Design; Topic M - Media; version control

sponsor

Distinguish. Use for a party providing support under a sponsorship relationship. State the nature of the relationship where readers need it. An advertiser is not automatically a sponsor, and a sponsor is not automatically a producer or owner. Use the agreement's appropriate credit and disclosure without implying broader editorial control or endorsement.

Example Sponsored by the organization named in the agreement.

See also advertiser; disclosure

stakeholders

Use. Use when referring collectively to groups with a relevant interest in a decision, and name those groups when possible. Employees, audiences, advertisers, and owners may have different needs. Do not use stakeholders to mean shareholders specifically or to avoid identifying who is affected by a change.

Example The update is for employees and distribution partners.

stock

Distinguish. Specify whether stock means licensed media assets, inventory, or company shares. Stock footage and stock photographs require the permissions appropriate to the planned use; purchasing access is not necessarily ownership. In financial copy, use the actual security or share description rather than importing terminology from an unrelated company.

Example licensed stock footage; company shares

See also license; licensing

streaming

Use. Lowercase. It is a delivery method and may be live, scheduled, or on demand. Add the qualifier that describes the offer. Do not treat streaming as automatically free or subscription-based. Name the service and access conditions when inviting viewers. A stream may be distributed over the internet without appearing in a dedicated smart TV app.

Example live streaming; on-demand streaming

subbrand

Use only when. One word. Use for a brand positioned within another brand's approved architecture. Do not label every portfolio brand a subbrand or infer a hierarchy from similar artwork. Distinguish an operating brand's relationship to the parent from a brand's own associated names. Confirm the relationship before adding it to formal diagrams.

Example Use the approved brand relationship description.

See also brand; portfolio

subscriber

Distinguish. Use for someone or an account subscribed to a defined service, channel, or publication. Say paid subscriber when payment matters. A social follower, newsletter subscriber, and paying customer are different categories. Identify platform and reporting date for counts. Separate active paid subscriptions, trial accounts, and channel subscriptions whenever the distinction affects a business claim.

Example paid subscribers; newsletter subscribers

subsidiary

Use only when. Use only for a legally established company controlled by another company, when that relationship is verified. Use brand for a public identity without confirmed separate entity status. Do not infer legal entities from a portfolio graphic. Use the confirmed relationship as of the relevant date; do not infer legal control from shared branding, staff, premises, or a commercial agreement.

Example portfolio brand when legal structure is not the subject

superlatives

Use only when. Use rankings and superiority claims only with current, relevant evidence and a clearly stated scope. Best, largest, and leading require a meaningful basis when they imply comparison. An award or attributed opinion should be identified as such. Do not turn a narrow result into a company-wide or permanent claim.

Example Name the ranking, source, category, and period.

sustainability

Use only when. Use with a defined scope and evidence. Identify the specific activity, measure, period, and limitation rather than using sustainable as a general endorsement of the company or a product. Distinguish an operational improvement, a supplier statement, and a verified certification. Do not turn one material or process change into an unsupported claim about an entire business.

Example Describe the verified reduction, its baseline, and the activity it covers.

See also Topic E - Evidence; procurement

SVOD

Use. Expand as subscription video on demand at first mention for general audiences. It describes on-demand access through a subscription model. Do not assume SVOD means ad-free viewing or that every subscription service has the same access conditions. State the actual offer, plan, and viewing limitations where those affect the reader.

Example subscription video on demand (SVOD)

See also VOD; ad-free

syndication

Use only when. Use for a confirmed arrangement to distribute programming or other material to additional outlets under specified terms. Identify the program, outlets, territory, or window when relevant. Uploading an asset to several company accounts does not automatically establish syndication. A syndication agreement does not necessarily transfer ownership of the work.

Example The announcement names the confirmed syndication arrangement.

See also distribution

T

television; TV

Use. Television is preferred in formal service descriptions. TV is acceptable in concise copy and common phrases. Use uppercase TV without periods. Do not use television to imply a particular distribution agreement. Distinguish the content format from the distribution route. Name a station, channel, cable service, or connected TV destination when that information matters to viewers.

Example television and streaming advertising; smart TV

template

Use. Use for a controlled starting file or structure with defined editable and fixed elements. Identify its intended purpose, size, and current version. A template carries design and content rules; it does not verify new facts inserted into it. Replace sample text, check links, and remove unused placeholders before publication. Do not reuse a dated example as current company information.

Example Use the current announcement template and verify every inserted name and date.

See also Topic D - Design; Topic G - Governance

territory

Use. Use for the geographic scope of rights, distribution, or availability. Name countries or other defined areas when a broad label could mislead. Distinguish contractual rights from actual platform availability. North America, global, and international should not stand in for a precise list when the agreement or offer covers a narrower area.

Example The license identifies the permitted territories.

See also availability; worldwide

The Maine Pageant Place

Use. Use the full name with The capitalized as part of the supplied portfolio name. Follow its approved brand artwork when available. Do not invent a short form or change the spelling. Use the same form in captions, alt text, lists, and searchable metadata. Verify a specific commercial or corporate relationship before describing it publicly.

Example The Maine Pageant Place

there; their; they're

Distinguish. There refers to a place or introduces a statement. Their is possessive. They're means they are. Keep company and people references clear when choosing pronouns: the company uses its, while employees may use their. Expand the contraction mentally during review if the distinction is uncertain.

Example They're reviewing their notes over there.

See also its; it's

third party; third-party

Use. Use third party as a noun; hyphenate third-party before a noun. Identify the organization when the reader needs to understand responsibility, rights, or availability. Separate a vendor's action from the company's own action. A third-party service may impose separate terms; link to the relevant information when it affects users.

Example a third party; third-party platform

time zones

Use. Two words. Include a time zone for remote participation, releases, and deadlines when readers may be in different locations. Use ET for a general Eastern time reference; use EST or EDT only when the specific date and offset are verified. Do not mix local times and zones without clear labels.

Example The livestream begins at 9 p.m. ET.

See also dates and times

timecode

Use. One word. Use for a frame-based reference within recorded material and identify the format when needed in production work. A player's elapsed time and a recording's source timecode may differ. Do not confuse a timecode reference with a public start time or a runtime; use the appropriate label for each.

Example Source timecode: use the value recorded for the selected frame.

See also runtime

titles of works

Use. Preserve a work's approved title, spelling, and capitalization. Italicize film, television series, book, and other complete-work titles in formatted prose; use quotation marks for episode titles, articles, and shorter works. In plain text, use the exact title with enough identifying context. Artwork does not automatically establish the written title's case.

Example Italicize the series title; put the episode title in quotation marks.

See also episode

tone of voice

Use. Use for how writing expresses the company's character in a specific situation. Keep the underlying voice clear, measured, capable, and direct while adjusting tone for the reader and purpose. An incident statement needs care and precision; a service page may be more inviting. Do not confuse a warmer tone with unsupported enthusiasm, slang, or weaker factual standards.

Example State the action plainly and explain what it means for the reader.

See also Topic W - Writing; Topic C - Channels

transcript

Use. Use for a written record of spoken material. State when the transcript is edited, excerpted, or translated where that affects interpretation. A transcript does not necessarily include every visual detail, sound cue, or caption timing. Review automated transcripts against the recording before relying on them for quotes or publication.

Example An edited transcript accompanies the recorded interview.

See also captions; subtitles; quotation

TVOD

Use. Expand as transactional video on demand at first mention for general audiences. Use for access purchased through a transaction, such as a rental or individual purchase, rather than through the general VOD label alone. State price, access period, and material restrictions accurately; purchase language should not imply ownership of copyright.

Example transactional video on demand (TVOD)

See also VOD; pricing

typography

Use. Use for the system of type selection, size, weight, spacing, alignment, and hierarchy. Apply named styles rather than formatting each paragraph separately. Preserve readable line lengths and meaningful differences between headings, body text, captions, and labels. A visually consistent page can still fail if the text is too small, poorly spaced, or exported in the wrong reading order.

Example Apply the approved heading and body styles consistently throughout the document.

See also Topic D - Design; font; typeface; visual hierarchy

U

underwriting

Use only when. Use when the arrangement is actually described and administered as underwriting. Distinguish it from advertising, sponsorship, and charitable donations. Do not assume that a message is underwriting merely because it sounds restrained or supports a program. Use the appropriate approved acknowledgment for the specific outlet and agreement.

Example Use the acknowledgment required for the confirmed underwriting arrangement.

See also sponsor

unique viewers

Use only when. Use only when the analytics source defines and deduplicates that measure for the stated scope and period. Report the source's terminology accurately. Unique within one platform does not mean unique across platforms. Retain the platform's qualifiers, such as estimated, and identify whether the underlying unit is a person, account, browser, or another identifier.

Example platform-reported unique viewers

units of measure

Use. Use numerals with measurements, state the unit, and apply one convention consistently. Digital and physical dimensions are different: pixels do not have a fixed printed size without a density assumption. Use mm or in for physical dimensions and px for pixel dimensions when the context is clear. Avoid ambiguous shorthand and record conversion assumptions where precision matters.

Example 1920 × 1080 px; 25 mm; 12 pt body text in a specified print layout.

See also Topic D - Design; measurement; DPI; PPI

URL

Use. Uppercase without periods. No expansion is needed in ordinary copy; website address is often more approachable. Use a readable displayed address and link to the verified full HTTPS destination. Do not alter a case-sensitive path or add punctuation to the link target. Test the destination after layout and export.

Example Isomediagroup.com links to <https://Isomediagroup.com>.

See also website; webpage

US; U.S.

Use. Use US without periods in ordinary house copy. Use United States when spelling out the name is clearer, and retain U.S. in an official title or unchanged quotation when needed. Use United States rather than America when the distinction from other countries in the Americas matters. Keep usage consistent within one item.

Example US audiences; viewers in the United States

user

Use. Use for someone interacting with a product, system, or account when that relationship is the subject. Prefer viewer, reader, listener, subscriber, or customer when those roles are more accurate and human. An analytics user count may represent identifiers rather than distinct people; preserve the source's definition in reporting.

Example Viewers can enable captions in the player.

See also audience

V

version control

Use. Use for the process that identifies revisions, their status, and the approved release. A filename alone is not a complete change record. Distinguish source, review, approved, and published files, and keep a clear owner and date. Record material changes and retain enough history to explain corrections or reproduce a delivered asset. Avoid parallel files all called final.

Example Brand-guide_V4_2026-10-03_APPROVED.pdf, only after approval.

See also Topic G - Governance; approval; export

vice president

Use. Two words, without a hyphen. Capitalize a formal title directly before a name and lowercase descriptive use. VP is acceptable after the role is clear in internal or concise copy. Identify the company or brand the role oversees; a brand vice president is not automatically the parent company's vice president.

Example vice president of the named brand

See also job titles

video

Use. Use for an individual audiovisual asset or the medium. Add the format or purpose when useful: promotional video, episode, short film, or livestream. Do not use video to obscure a paid commercial relationship. State whether an asset is live, prerecorded, excerpted, or generated when that distinction affects interpretation. Use the approved title for an identified program or episode.

Example a campaign video

viewability

Use. Use for whether an advertising impression meets a defined opportunity-to-see threshold under the measurement source. State the standard or platform definition when reporting results. A viewable impression does not prove that a person paid attention or watched the full ad. Distinguish viewability from delivery, video views, and completed viewing.

Example The report names the source's viewability definition.

See also impressions

views

Distinguish. Use the source platform's definition and give the reporting period. Views are events, not necessarily distinct people or completed watches. Do not compare platforms as though their view definitions are identical. Do not turn total views into households, reach, or viewers. Identify whether the figure includes repeat plays, short-form views, or paid promotion where material.

Example views reported by the named platform during the stated month

visual hierarchy

Use. Use for the arrangement that signals what readers should notice first, next, and later. Establish importance through position, scale, weight, contrast, and spacing working together. Do not make every item look primary or hide essential conditions in a weak visual tier. Check that the semantic heading structure and accessible reading order communicate the same priorities as the visible layout.

Example Give the principal message one clear heading and group its supporting detail below.

See also Topic D - Design; Topic A - Accessibility

VOD

Use. Expand as video on demand at first mention for general audiences. VOD describes when viewers can choose content; it does not specify whether access is ad-supported, subscription-based, or transactional. Name the actual offer, platform, and access conditions. A VOD catalog may include different rights windows, territories, and commercial models for different programs.

Example video on demand (VOD)

W

watch time

Use. Two words. Use for accumulated viewing duration under the source's definition, with units and reporting period. Distinguish total watch time from average view duration and program runtime. If presenting an average, identify the denominator. Hours viewed do not by themselves establish how many distinct people watched.

Example The report lists total watch hours for the stated month.

See also runtime; unique viewers

we; our; us

Use. Use in approachable corporate website and social copy when the speaker is clearly LSO Media Group. Use the full company name in formal releases and first references. Do not use we to merge brand identities or imply a speaker's personal view is corporate policy. Name the relevant business when the scope could otherwise be unclear.

Example Explore our brands.

web

Use. Lowercase. Use for websites and services accessed through the World Wide Web. The web is part of the internet, so do not use the two interchangeably when the distinction matters. Specify website, webpage, or browser when that makes an instruction clearer. Avoid treating web availability as proof of app availability.

Example Watch in a supported web browser.

See also internet

website; webpage

Distinguish. Both are one word, lowercase. A website is the overall destination; a webpage is one page within it. Use [Isomediagroup.com](https://isomediagroup.com) as the displayed corporate URL. Use the full HTTPS address for its link target. Use readable, descriptive link text and verify destinations after publication. A website's visible address, page title, and metadata should use the same approved brand names.

Example [Isomediagroup.com](https://isomediagroup.com)

white space

Use. Two words. Use for intentionally unoccupied space that separates, groups, or emphasizes content, regardless of its actual background color. Protect useful spacing around headings, logos, and controls. Do not fill every gap with a decoration, and do not preserve decorative space by shrinking essential text below a readable size. Balance the composition at its actual viewing scale.

Example Leave consistent space between the heading and its supporting paragraph.

See also Topic D - Design; grid; margin; padding

worldwide

Use only when. One word. Use only when the relevant distribution, rights, or availability covers the stated worldwide scope and material exceptions are clear. An internet-accessible page does not establish worldwide viewing rights or actual audience reach. Prefer a verified territory list when the scope is narrower, uncertain, or subject to platform restrictions.

Example Available in the territories listed on the viewing page.

See also territory

X

x-height

Use. Hyphenate and keep x lowercase. Use for the height of a typeface's lowercase body, commonly represented by the letter x, relative to its full type size. It affects perceived size and readability. Two fonts at the same point size can look substantially different. Review replacement fonts in real layouts rather than assuming a numeric match preserves appearance.

Example Compare the x-height and line wrapping when testing the approved fallback font.

See also Topic D - Design; font; typeface; typography

Y

year-over-year

Use. Hyphenate as a modifier. Use for comparison with the corresponding period of the previous year, and name the periods. Confirm that definitions and coverage remain comparable. If a business or tracking method changed materially, explain the limitation. Do not use year-over-year for a comparison with the previous month or a differently scoped period.

Example year-over-year growth for September compared with the prior September

See also month-over-month

yield

Distinguish. In financial copy, name the exact measure, period, denominator, and calculation when yield is relevant. Do not substitute yield for revenue, profit, growth, or return on investment. In production or procurement, describe the actual output obtained from an input or process. A projected yield is an estimate, not a guaranteed result or a completed business outcome.

Example State the defined output or financial measure rather than an unexplained yield percentage.

See also Topic E - Evidence; forecast; return on investment; ROI

Z

zero; none; unavailable

Distinguish. Use zero for a measured absence, none for the absence of items, and unavailable when a value is not known or supplied. A blank cell does not necessarily mean zero. In reports, explain missing data and suppress misleading percentage calculations when the baseline is zero or the measure is undefined.

Example No data available; 0 recorded views when measurement confirms zero.

See also baseline

TOPIC D

Design

Identity, measurement, color, typography, layout, and production.

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Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

D.01

Identity assets and authority

A consistent identity begins with the correct artwork. A convenient screenshot is not a production master.

The LSO symbol is fixed artwork. Preserve its geometry, proportions, internal spaces, and complete silhouette. Use supplied, verified masters; do not redraw the symbol, type a substitute, or insert Media Group inside it. Where the surrounding context does not establish the company name, identify LSO Media Group in adjacent live text.

Asset	Use and control
White mark on LSO Blue	Preferred corporate identity treatment. In new compositions, place the transparent white master over canonical LSO Blue, #2D70AD.
White mark on black	Use on a simple black field when a dark treatment suits the application.
Black mark on white or light	Use a verified black master; confirm contrast against the actual surface.
Operating-brand or partner marks	Use the owner's supplied artwork and agreed hierarchy. Keep each mark independent.

The V3 examples reuse artwork embedded in V2. V2 records reversed black/white descriptions in two CON filenames; identify those files by appearance. Its small black raster tile is a reference, not a scalable master. If the required master is missing, obtain it from the asset owner. Do not enlarge the tile or reconstruct its edges and present the result as approved artwork.

- Retain an untouched original. Name working derivatives by color, background, format, and version so appearance can be checked against the filename.
- Record the source, owner, approval status, and permitted uses with each master. Separate supplied artwork from experimental compositions.
- Do not stretch, rotate, crop, outline, shadow, bevel, recolor arbitrarily, or apply gradients to the symbol. Do not turn it into a pattern.
- This topic preserves V3's identity values. New numeric application guidance is labeled a house starting default; it is not a platform limit, printer specification, or certified accessibility result.

When an asset is missing

Use the company name in the approved reading typeface while the correct master is obtained. Do not invent an alternative symbol to fill the space.

D.02

Logo measurement, size, and relationships

Measure the visible mark. Transparent padding is not logo size and does not establish clear space.

Let H be the height of the visible symbol, measured from its highest to lowest artwork point. The minimum clear space is $x = H \div 4$ on every side. Measure outward from the visible artwork bounds, not the edge of an SVG viewBox, PNG canvas, placed-image frame, or exported tile. Keep text, rules, imagery, page edges, and other marks outside that space.

V3 standard	Application
Minimum screen width: 80 px	The visible standalone mark must reach this width at its displayed size. Prefer 120 px or wider in corporate layouts.
Minimum print width: 20 mm	Measure the visible standalone mark on the final printed piece. Proof at that size.
Clear space: $H \div 4$	Applies on the top, bottom, left, and right. More space is appropriate on crowded or textured backgrounds.
Avatar crop	Center the complete symbol inside the final circular crop and preserve clear space inside the crop boundary.

Measurement example

If the visible mark is 64 px high, x is 16 px. Its reserved rectangular area extends 16 px beyond each visible edge. This example explains the inherited formula; it does not replace the 80 px minimum width.

Choose a solid background field when imagery makes the symbol difficult to distinguish. Making the symbol larger does not repair a background that cuts across its silhouette. Evaluate the final crop and output size, including any automatic avatar or thumbnail treatment.

For an operating-brand application, keep that brand dominant. Place Part of LSO Media Group as secondary text with clear separation; do not attach the words or the LSO symbol to another mark to invent a combined logo. In a partnership layout, agree prominence and use before production. Compare the visual weight of marks rather than forcing different shapes into identical widths.

- Check visible bounds after export; extra canvas padding can conceal undersizing.
- For a placement that cannot accommodate the minimum, use a different composition or a text identification. Treat any specialist small-size exception as an explicit asset-owner decision.

D.03

Color values and production spaces

Use one canonical digital palette. Treat print conversions as a proofing task, not an exact translation of a screen color.

Color	HEX / RGB	Approximate CMYK from V3
LSO Blue	#2D70AD · 45 / 112 / 173	74 / 35 / 0 / 32
Light Blue	#93B6DB · 147 / 182 / 219	33 / 17 / 0 / 14
Black	#000000 · 0 / 0 / 0	0 / 0 / 0 / 100
White	#FFFFFF · 255 / 255 / 255	0 / 0 / 0 / 0
Pale Gray	#EAEAEA · 234 / 234 / 238	2 / 2 / 0 / 7

LSO Blue identifies the corporate brand. White carries most reference and business-document surfaces; black supports sustained reading. Light Blue and Pale Gray are secondary fields for grouping and emphasis. They are not automatic choices for body text. Choose foreground and background as a tested pair, not as separate brand-color decisions.

Use #2D70AD for new layouts. The supplied original blue logo tile was sampled at #2E71AD in the earlier guide. Preserve that source asset; do not sample its blue and propagate it through new materials. Use the transparent white master over canonical blue in new compositions.

Production route	Decision
Screen artwork	Use the canonical HEX/RGB values in the digital source. Keep profile and export settings consistent across the workflow.
Process printing	V3's CMYK values are approximate, not press specifications. Convert with the printer's profile and approve a physical or contract proof.
Spot-color production	No Pantone or other spot-color match is established by this guide. Agree any match with the printer and identity owner after proofing.
Material-dependent output	Proof signs, fabric, coated and uncoated stocks, and other materials on the actual production method where practical.

Do not invent a rich-black recipe or copy an ink-limit setting from an unrelated job. Supply the printer's requested production settings. Keep small black text, overprint behavior, transparent objects, and dark backgrounds visible in the proof review; an attractive screen PDF alone cannot establish the printed result.

Handoff note

Corporate blue: #2D70AD for digital work. Print appearance requires the agreed output profile and proof. No approved spot-color equivalent is supplied.

D.04

Contrast, information, and legibility

A brand color becomes usable when it works against its actual background at the final size.

Text / background	V3 ratio	Normal body text
White / LSO Blue	5.21:1	Use
Black / Light Blue	9.95:1	Use
Black / Pale Gray	17.50:1	Use
Light Blue / Black	9.95:1	Use
Black / LSO Blue	4.03:1	Do not use
LSO Blue / Pale Gray	4.34:1	Do not use
White / Light Blue	2.11:1	Do not use
Light Blue / LSO Blue	2.47:1	Do not use

The ratios above are V3's values, calculated from the canonical sRGB colors and rounded for display. Its text-contrast thresholds are at least 4.5:1 for normal text and at least 3:1 for large text. Large means at least 18 pt regular or 14 pt bold at the displayed size. Test the actual value before rounding; 4.34:1 is not 4.5:1.

A contrast result for a solid color does not transfer to a photograph, gradient, translucent overlay, or tinted derivative. Inspect the worst background area behind the text. Prefer a solid reading panel when the image has competing highlights or detail. Check exported artwork, not only an editor's live canvas.

- Use words, shapes, or patterns as well as color to communicate status and category. A red/green distinction alone is insufficient.
- Underline ordinary text links and preserve a clearly visible keyboard-focus treatment in interactive work.
- Keep essential labels as live text where the format supports it. Provide an appropriate text equivalent when information is presented only in an image.
- Check phone-sized graphics, projected slides, print proofs, and zoomed web pages. A mathematically sufficient pairing can still fail through tiny type, thin strokes, glare, poor projection, or dense layout.

These contrast rules address one part of accessibility. They do not establish that an entire document, website, or service meets an accessibility standard. Review structure, reading order, interaction, alternatives, and the actual publishing format under the Accessibility topic.

Repair the pairing

Use black body text on Pale Gray. Reserve LSO Blue on that surface for non-text decoration or a separately verified treatment; the inherited blue/gray pairing does not pass the normal-text threshold.

D.05

Type families, roles, and substitution

Pragmatica Extended provides the display voice. Aktiv Grotesk carries reading and interface information.

Role	Family and treatment
Headlines and short key statements	Pragmatica Extended, medium or bold. Preserve the designed proportions; do not stretch a substitute.
Paragraphs, navigation, captions, forms	Aktiv Grotesk regular. Use medium or bold for emphasis. Body tracking: 0.
Buttons	Aktiv Grotesk Medium. Sentence case, short action labels, and enough surrounding padding.
Fallback production	Arial or a system sans-serif when licensed brand fonts are unavailable. Recheck wrapping and hierarchy.

Use the extended heading family deliberately. A short headline benefits from its width; dense tables, long disclaimers, and routine interface labels do not. Keep reading paragraphs in the reading family. Establish hierarchy through size, weight, spacing, and placement before adding more styles.

The licensed brand fonts were not attached to V3. That manual used embedded Liberation Sans as a reference face. A reference rendering does not change the prescribed brand families. For each production environment, confirm the font files and relevant use rights, including web use, embedding, sharing, and third-party editing where applicable. Do not package font software merely because it is installed.

- Use genuine installed weights. If a weight is unavailable, choose an available approved weight; avoid simulated bold or artificially compressed text.
- Keep text editable in working files. Where a production vendor requires outlined display artwork, retain a separate editable source and preserve live text in accessible reading copies.
- Use sentence case for ordinary headings and interface labels. An approved fixed graphic may retain its established capitals; do not carry decorative capitalization into surrounding prose.

- Avoid letterspacing paragraphs to fill a line. Rewrite, adjust the text frame, or change the layout when copy does not fit.
- Review numerals, punctuation, diacritics, and non-English names in the chosen font. Use a compatible supported fallback for missing characters rather than replacing the character.

Substitution review

After changing Aktiv Grotesk to Arial, inspect headline wraps, table widths, buttons, page breaks, and clipping. A document that opened without an error has not necessarily preserved its layout.

D.06

Type scales and reading density

Begin with the inherited scale, then judge the result at its real viewing distance and size.

V3 web role	Size / line height	Application
Hero	56 / 60 px	Begin at 36 / 40 px on narrow layouts.
Page title	40 / 44 px	Keep line breaks meaningful.
Section title	28 / 34 px	Maintain a clear heading order.
Body	16 / 24 px	Base size for website reading.
Caption	14 / 20 px	Keep supporting text readable.
Button	16 / 20 px	Sentence case; short action labels.

V3 starts documents at 11-12 pt body text with comfortable leading. For 16:9 presentations, it starts titles at 32-44 pt and body text at 20-24 pt; increase these for large rooms or distant viewing. These are starting sizes, not permission to shrink a dense page or slide until everything fits.

New house starting default	Use with judgment
Document body leading: about 1.35× the font size	Begin here, then inspect the actual typeface, paragraph length, and page density.
Document section heading: 18-24 pt	Use one consistent treatment per heading level.
Document subheading: 13-16 pt	Separate subsections without competing with the page title.
Slide supporting labels: 18-20 pt	Prefer moving detailed notes to an appendix over making the projected text smaller.

Aim for 45-75 characters per line in general web reading, as inherited from V3. Short labels and display headlines need different measures. Break headings by meaning where possible; avoid a final line containing only a small connecting word. Let body paragraphs wrap naturally rather than inserting manual line breaks throughout.

- Use paragraph spacing to show a new thought; do not manufacture spacing with repeated returns.
- Keep headings with their following content. Prevent isolated first or last lines where they interrupt reading.
- Set captions and sources close to the material they explain. Never make essential qualifications so small that the headline overstates the evidence.
- Inspect the published or exported version at 100% and at the intended viewing size. Recheck all automatic substitutions.

When content overflows

Shorten the headline, divide the content, widen the reading area within the grid, or add a page. Reducing every type size is the last response, not the default.

D.07

Measurements, grids, and spacing

Use repeatable measurements to create order. The grid should help the reader follow the content.

Inherited V3 starting system	Application
Desktop web: 12 columns	Align major blocks, imagery, and cards. Not every column needs visible content.
Mobile web: 4 columns	Simplify the arrangement around a clear reading sequence.
Spacing rhythm: 8, 16, 24, 32, 48, 64 px	Use consistent spacing roles rather than choosing a new gap for every object.
Social: at least 6% inset	Keep essential information inside the canvas; platform-specific cropping may require more.

Use CSS pixels for web-layout specifications, pixels for raster-canvas dimensions, points for typographic sizes, and millimeters or inches for final print dimensions. Name the unit in handoff notes. A pixel dimension alone does not specify printed size; a point size alone does not guarantee legibility on a scaled slide.

New house starting default	Adjustment rule
Web side padding: 24 px desktop; 16 px narrow	Increase for wide screens where useful; preserve readable content at narrow widths.
Web gutters: 24 px desktop; 16 px narrow	Keep repeated cards and columns consistent within a page.
Business-document margins: 18-22 mm	Allow for binding, print method, running furniture, and content needs.
Related-item gap smaller than section gap	Use proximity to show which label, caption, value, or control belongs together.

These new numbers are house starting defaults, not device, platform, or printer requirements. Establish the content width and reading order before dividing a page into columns. A table may need the full measure while explanatory prose uses a narrower measure. Align visible edges, not stray empty space inside an image file.

- Use the same inset for equivalent cards and callouts. Exceptions should reflect different functions, not accidental drift.
- Allow optical adjustment when equal numeric alignment appears visibly uneven, but keep the underlying grid understandable.

- Reserve clear space around the logo separately; the general spacing rhythm cannot reduce its required $H \div 4$ margin.
- For print, identify trim, bleed, safe content area, and binding allowance as separate measurements. Obtain production-specific values from the printer.

A practical grouping rule

Keep a chart title and subtitle near the chart. Place a larger gap before the next section. Equal gaps everywhere make unrelated information appear equally connected.

D.08

Composition and information hierarchy

Every layout should make its first message, supporting evidence, and useful next action easy to find.

Start by writing the page's purpose in one sentence. Decide what the reader should understand first, which facts support that understanding, and what they can do next. Give the main message the strongest position and type hierarchy. Do not make every element prominent; competing emphasis removes the reader's route through the page.

Layer	Design treatment
Orientation	Use a clear title, topic label, or breadcrumb when needed. Establish who is speaking and what the material covers.
Main information	Give the central statement or result a deliberate position, readable scale, and adequate space.
Evidence and detail	Group related facts, examples, tables, and captions. Keep important qualifications adjacent.
Action	Use a specific destination or action label. Avoid placing several equally dominant calls to action in a simple announcement.
Reference information	Keep dates, sources, page numbers, and policy links readable and consistently located.

Use white space as structure. It separates subjects, shows relative importance, and protects a reading area. Empty space does not need an icon, pattern, or extra slogan. A quiet corporate page can be complete. Where the content is dense, divide it into meaningful sections rather than surrounding every paragraph with a box.

- Align related objects and use the same rules for equivalent sections. Avoid a new alignment scheme on each page.

- Keep a figure with its caption and source. Do not separate a qualification from the claim it changes.
- Choose one main alignment for reading text. Centered display copy may work for a short statement; longer explanations need a stable reading edge.
- Maintain a clear visual order without changing the intended reading order in accessible documents or responsive interfaces.
- When a table or long title breaks a template, adapt the template. Do not remove substantive information just to preserve a decorative composition.

Corporate announcement composition

Company identification → specific announcement headline → effective date or essential context → short explanation → one destination. A decorative pattern remains behind or outside this reading sequence.

An operating brand's own audience-facing material may use its approved identity and layout system. Apply the LSO endorsement without imposing the corporate design on every portfolio brand. For joint corporate material, agree the leading identity before production.

D.09

Photography, illustration, and crops

Choose visuals that add relevant information and represent their subject credibly.

Prefer real programs, people, work environments, and audiences connected to the subject. A corporate image should show something relevant about the business or its work; generic boardrooms, handshakes, and device collages should not stand in for facts about actual operations. If a visual is conceptual, make that role clear through its context.

Decision	Review question
Relevance	Does the image explain the actual subject, or merely decorate it?
Credibility	Could the crop, retouching, staging, or caption cause a reader to infer something untrue?
Composition	Is there enough quiet space for planned text without covering a face, action, or important detail?
Crop family	Does the subject remain understandable in the required portrait, square, landscape, and narrow-screen versions?
Rights and attribution	Are the source, permitted use, necessary permissions, and required credit recorded?

Preserve credible skin tones and natural color. Correct exposure, white balance, and distracting production artifacts without changing material facts in documentary or news-related imagery. Do not composite people into an event, remove meaningful evidence, or fabricate an operating environment and present the result as a record of reality. Follow the relevant editorial and AI guidance for altered or generated work.

- Choose a focal point before cropping. Protect faces, hands performing an action, identifying details, and objects necessary to understand the scene.
- Create separate crops when a single automatic crop cannot serve every format. Inspect each actual placement.
- Do not stretch an image to fill a frame. Use proportional scaling, an intentional crop, or a different image.
- Keep the original file and an edit history for consequential work. Record credits alongside the asset so they travel with it.
- Write alt text for the image's function in context. Put extended explanations and credits in a caption or nearby text where appropriate.

A crop that changes the story

A photograph of a speaker addressing a small meeting should not be cropped and captioned to imply a large public event. Visual accuracy includes the relationship between the image and its accompanying words.

Use illustration for explanation when literal photography is unavailable or would mislead. Keep it visually distinct from documentary evidence. A generated likeness or invented workplace does not become a factual corporate photograph because it uses brand colors.

D.10

Tints, patterns, icons, and visual tone

Supporting graphics should organize the composition without becoming an unofficial second identity.

The corporate visual tone is orderly, clear, and restrained. Achieve it through consistent alignment, strong reading hierarchy, measured color, and relevant imagery. Seriousness does not require a dark page; confidence does not require oversized slogans. Let the subject determine how much visual emphasis is needed.

Element	House treatment
Tints and transparent fields	Use as secondary surfaces. They are derived application colors, not replacements for the canonical palette. Record the source color, opacity, and underlying background.
Arcs and concentric lines	Simple offset arcs or thin concentric lines may support a campaign, as allowed in V3. Keep them clear of body copy and logo clear space.
Gradients	Do not apply to the symbol. A campaign background requires separate design judgment, legibility review, and consistency with the corporate palette.
Icons	Use a coherent family with comparable visual weight. Pair unfamiliar or consequential icons with text labels.
Rules and dividers	Separate content where the spacing alone is insufficient. Avoid a dense network of lines around ordinary prose.

No canonical tint ladder or new secondary palette is established here. When a reusable template needs derived colors, document each final value and intended foreground pairing in that template. Recheck contrast for the resulting value. An opacity percentage is not a complete color specification because the background changes the visible result.

- Never repeat, crop, or fragment the LSO symbol to make decorative texture.
- Keep patterns outside reading panels or sufficiently quiet that they do not compete with text. Check at the final export size for unintended visual interference.
- Use icons for recognizable functions and explanations. Do not use a decorative checkmark, seal, award ribbon, or shield to imply certification or approval.
- Keep third-party interface and brand symbols intact and use them only in an accurate context.
- Do not use shadows, glows, or glossy effects merely to increase perceived importance. Emphasis should come from the information hierarchy.

A restrained announcement background

A canonical blue field, a white headline, and a small group of offset lines can support the message. Keep the pattern away from the headline and complete mark; do not add a new accent color just to fill unused space.

D.11

Charts, tables, and numerical evidence

Visual hierarchy must clarify the evidence without overstating what the numbers establish.

Begin with the analytical question and the defined measure. Show the unit, reporting period, scope, source, and relevant qualification close to the visual. Households, viewers, accounts, views, and impressions are different units; a polished chart cannot make them interchangeable. Use the measurement and claims rules elsewhere in this guide before designing a headline.

Question	Useful form
How do categories compare?	A sorted bar chart with a common baseline and direct labels.
How did a measure change over time?	A line chart with consistently spaced time intervals and a clearly labeled scale.
What are the exact values?	A table with aligned numbers, units in headers, and readable row labels.
How is a total divided?	A clearly labeled part-to-whole display only when the categories form a defined whole.
How uncertain is an estimate?	A range or interval accompanied by an explanation of what it represents.

Use LSO Blue for the primary series and neutral treatments for context. The corporate palette is too small to distinguish every category in a complex chart. Where additional series colors are necessary, treat them as an application-specific data palette, test adjacent distinctions and contrast, and reinforce identity with labels, line styles, or patterns. Do not promote those colors to the identity palette.

- Use a zero baseline for ordinary magnitude bar charts. If a line-chart axis is narrowed to show variation, label it clearly and avoid a misleading headline.
- Distinguish zero, missing, not applicable, and suppressed values. Do not silently convert absent data to zero.
- Use consistent decimal precision for comparable values. Preserve enough precision for the decision without suggesting more certainty than the source supports.
- Avoid 3D effects, distorted area symbols, and decorative pictograms whose size misrepresents the measure.
- Repeat table headers across pages and keep a row together where practical. Right-align comparable numerical columns and align labels consistently.

A fair comparison

If two brands report different audience measures or periods, display them separately and name the difference. Do not place the values in one ranking simply because both numbers are large.

Keep a usable table or text summary with a chart where the publishing format allows. Retain the calculation source so a reviewer can trace the published result back to its inputs.

D.12

Responsive layouts and interface states

Design the reading order and interaction across sizes. A smaller screenshot of a desktop layout is not a responsive experience.

Begin with the essential content sequence, then arrange it for the available space. Use the inherited 12-column desktop and 4-column mobile starting grids where they help. Select layout changes when the content needs them; this guide does not prescribe device-specific breakpoints. Let headlines, navigation, and controls grow when the reader changes text size.

Element	Responsive decision
Headlines and paragraphs	Use a readable measure and avoid fixed heights that clip wrapped text.
Cards and columns	Stack in the intended reading order. Keep a card's title, explanation, and action together.
Navigation	Preserve clear routes to brands, advertising, and company news. Keep policy and contact routes findable.
Tables	Preserve meaningful row and column relationships. Use a deliberate scroll or alternate presentation when necessary.
Images	Choose crops around an identified focal point. Do not let automated cropping remove essential information.
Forms and controls	Keep labels explicit and associate instructions and errors with the relevant field.

Specify the ordinary, hover, focus, pressed or selected, disabled, loading, empty, success, and error states where each is relevant. A button should remain understandable without hovering. Do not use reduced opacity to make necessary information unreadable, or use a color change alone to communicate an error.

- Preview narrow and wide layouts with real copy, long names, long titles, and empty states. Placeholder text rarely exposes actual layout pressure.

- Check keyboard use and 200% zoom, as required in V3, and apply the fuller review in the Accessibility topic.
- Preserve a visible focus indicator. Avoid overlays or sticky elements that obscure a focused control or essential reading content.
- Keep important text as text; a graphic containing a paragraph cannot adapt to reader settings in the same way.
- Respect reduced-motion preferences in applicable digital experiences. Movement should serve orientation or feedback and settle before sustained reading.

A narrow-screen repair

If a service card becomes cramped, stack its image and text, preserve the heading size, and let the button wrap or widen. Do not scale the entire card down until the label becomes too small.

Treat a responsive mockup as a specification to test in the working interface. Font substitution, real data, browser behavior, and publishing-system wrappers can change the final result.

D.13

Documents and presentations

Use document structure for sustained reading and slide structure for a live explanation.

Document requirement	Application
Consistent structure	Use real heading styles, paragraph styles, lists, captions, and table headers. Match visual hierarchy to document structure.
Navigation	Use meaningful titles, a contents list when useful, page numbers, and restrained running furniture.
Reading flow	Keep headings with their following text and figures with their captions. Avoid isolated lines and split table rows.
Editable source	Retain the source file, linked assets, and font information. Exported PDF alone is not an editable master.
PDF review	Check selectable text, reading order, links, missing glyphs, and the actual accessibility structure. A visual pass alone is insufficient.

Begin document body text at the inherited 11-12 pt range. Use the measurements and type-scale defaults in D.06-D.07 as starting points. Keep tables simple enough to scan. Repeated header rows, consistent units, and sufficient padding matter more than decorative shading. Use a landscape page or separate appendix when a wide table cannot fit legibly.

For 16:9 presentations, preserve V3's starting ranges of 32-44 pt titles and 20-24 pt body text. Use one main idea per slide. Put the conclusion or question in a meaningful headline, then show the evidence needed to understand it. Move dense supporting detail into notes or an appendix rather than turning every slide into a report page.

- Make the deck understandable in its intended use: live presentation, emailed reading copy, or both. Produce a separate reading version when notes carry essential context.
- Use slide masters and document styles so a correction can be applied consistently. Check master-level changes against unusual pages.
- Keep source notes and material qualifications readable. Do not place caveats outside the presentation's visible area.
- Use the approved LSO identity on corporate decks; preserve operating-brand leadership on brand-specific material.
- Proof the final PDF and the editable file on the intended destination where possible. Check media, links, fonts, animations, and handoff instructions.

A result slide

A specific finding in the title, one clearly labeled chart, and a short source note usually communicate more than several competing charts. Put the calculation detail in the appendix and link or refer to it clearly.

D.14

Social and campaign compositions

Build a small family of intentional formats rather than repeatedly cropping one finished graphic.

Inherited LSO master preset	Dimensions	Typical role
Portrait 4:5	1080 × 1350 px	Introductions and announcements
Square 1:1	1080 × 1080 px	Service or partnership messages
Vertical 9:16	1080 × 1920 px	Stories and vertical awareness

These are LSO template presets, not platform limits. Retain the V3 rule that essential content begins at least 6% inside the canvas. For vertical layouts, begin with a 15% top and bottom interface reserve, then check the actual destination's placement, cropping, and interface. A current platform preview takes priority over a generic safe-area estimate.

Applying the inherited insets

On a 1080 × 1920 px vertical master, 6% is 64.8 px horizontally and 115.2 px vertically; use at least 65 px and 116 px respectively if working in whole pixels. The starting 15% top/bottom reserve is 288 px and therefore governs there before the destination preview is checked.

Use one readable headline and one destination. Put detailed background, qualifications, and links in the accompanying caption or linked page, while keeping any qualification necessary to understand the graphic with its claim. Use white text on canonical blue or black on Light Blue for ordinary campaign copy. Protect the complete symbol and its clear space.

- Create a deliberate crop and line-break treatment for each format. Review small feed previews as well as full-screen views.
- Do not place essential text in areas likely to be covered by destination interface elements. Verify the actual published placement.
- Provide alt text or a text equivalent for meaningful information shown only in the image.
- For a carousel, make each panel's role clear and maintain an understandable sequence. Do not hide essential conditions on an unrelated final panel.
- Use current verified destinations, dates, names, and roles. Keep campaign exports tied to the approved copy version.

When a corporate campaign refers to several portfolio brands, use an orderly composition with independent marks or names. Do not combine them into a new group logo. Build any paid-placement variation against the actual placement brief and preview, not an assumed universal social specification.

D.15

Prepress, export, and handoff

A finished design includes a reliable source, a destination-ready output, and enough information for the next person to use it correctly.

Confirm the destination before export: screen, office printing, commercial print, signage, presentation, or a particular publishing placement. Obtain the recipient's required format, dimensions, output profile, bleed, trim marks, ink handling, resolution, and delivery method when these apply. Do not assume one PDF preset or one raster resolution is correct for every job.

Handoff item	Include or verify
Editable source	The current approved file, organized layers or styles, and the required linked assets.
Brand assets	Verified masters, correct color treatment, complete silhouette, clear space, and visible minimum size.
Fonts	Correct family and weights; relevant embedding and sharing rights. State any substitution.
Output files	Purpose, final dimensions, color space or profile where applicable, version, and date.
Rights and credits	Source records and the credits or use restrictions that need to travel with the work.
Review record	Who approved design and copy, what was approved, and any unresolved condition.

For print, inspect the actual trim area, bleed, image quality at final placed size, small text, dark fields, overprints, transparency, and fold or binding positions. V3's CMYK conversions remain approximate. Use the printer's profile and review a physical or contract proof. Do not claim a screen view guarantees the finished color or material appearance.

- Open the exported file independently. Check each page or format for clipping, missing glyphs, low-resolution imagery, broken links, and unexpected color changes.
- Test visible text at the intended size. Verify that raster exports did not reduce the logo below its visible-width minimum.
- Keep approval versions distinct from drafts. A final-looking filename does not establish approval.
- Retain an untouched master and a recoverable editable source. Package linked assets only where sharing is permitted.
- Include a short handoff note for anything a downstream operator must know, such as required credit, font substitution, crop variants, or proof-dependent color.

Useful delivery note

Approved corporate announcement, version 4. Portrait and square digital exports included. Canonical RGB palette used. Editable source included; licensed font files are not redistributed. Print conversion and proofing are required before commercial printing.

When the destination changes materially, reopen the production review. Reusing approved content is not automatic approval of a new crop, background, scale, color conversion, or distribution right.

D.16 ILLUSTRATED REFERENCE

Logo spacing and variants

Measure the visible artwork, not the image canvas.



White on LSO Blue



White on black



Black on light



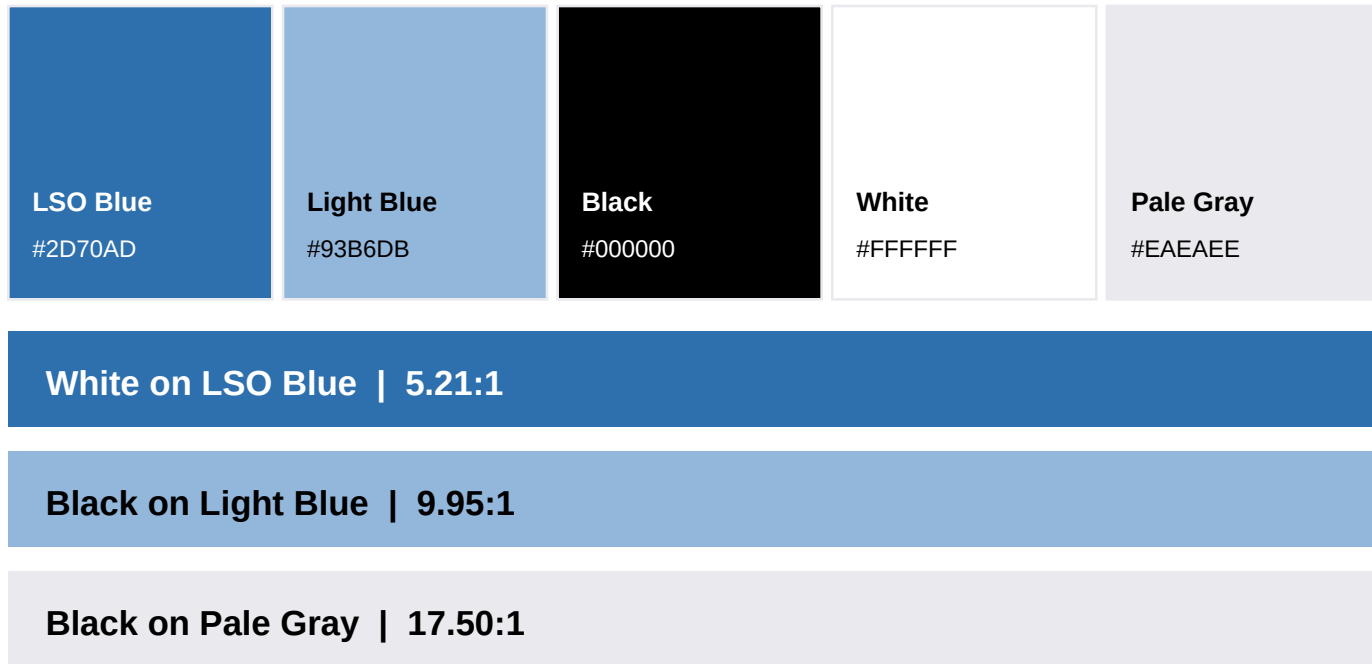
H is the visible mark height. Set x to H divided by 4 and keep at least x free of text, edges, and other marks on every side. At a mark height of 40 px, x is 10 px. The dashed inner box shows the visible bounds; the outer box shows the protected space.

Minimum visible width: 80 px on screen or 20 mm in print. Prefer 120 px or wider in corporate layouts. These illustrations reuse the embedded V3 artwork. The small black tile is a reference image; obtain a verified transparent or vector master for production.

D.17 ILLUSTRATED REFERENCE

Palette and text pairings

Use tested combinations for text.



The five colors above are the inherited corporate palette. Use white on LSO Blue and black on light surfaces for reliable reading. Swatches represent sRGB screen values; printed output requires a profile and proof.

Black on LSO Blue is 4.03:1 and LSO Blue on Pale Gray is 4.34:1, so neither meets the 4.5:1 normal-text threshold. White on Light Blue is 2.11:1. Do not select a text pairing by appearance alone. Ratios are rounded for display; evaluate the unrounded value. See D color guidance and R.02.

D.18 ILLUSTRATED REFERENCE

Format and crop examples

Recompose the hierarchy for each shape.



4:5 portrait



1:1 square



9:16 vertical

House masters: 1080 by 1350 px portrait, 1080 by 1080 px square, and 1080 by 1920 px vertical. Dashed lines indicate the 6% essential-content inset. Vertical shaded bands show a 15% top and bottom interface reserve as a starting point.

These are composition examples, not current platform specifications. Verify the live placement and preview. Move text or recrop the image when the destination needs it; do not shrink a complete landscape design into a vertical frame. Illustrations use the manual fallback font.

D.19 ILLUSTRATED REFERENCE

Type and spacing hierarchy

Create hierarchy through size, weight, alignment, and space.

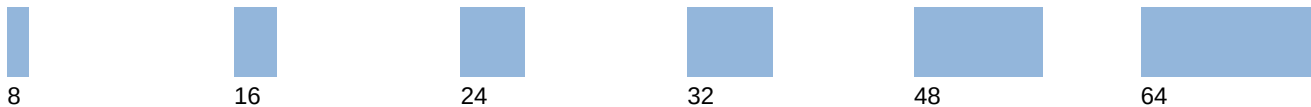
A clear heading

A readable paragraph gives the reader useful detail.

A caption identifies what the example shows.

[Read the announcement](#)

8 px spacing rhythm shown proportionally



Use Pragmatica Extended for short headings and Aktiv Grotesk for reading and interface text. The example is set in Liberation Sans because licensed brand font files were not supplied. It illustrates hierarchy, not the appearance of the brand families.

Build digital spacing from 8, 16, 24, 32, 48, and 64 px, then test the composition. Keep a heading closer to the text it introduces than to the material above it. Use the same edges for related content. The scale is a starting rhythm, not a requirement to force every measurement to a multiple of eight.

Type dimensions in pixels apply to digital layouts; point sizes apply to documents and slides. They do not transfer automatically to a graphic after scaling. Judge the final viewing size and increase text or reduce copy when necessary.

TOPIC B

Brand and positioning

Company language, names, relationships, and corporate descriptions.

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Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

B.01

Corporate positioning

Describe an established company with diversified interests and a defined approach to its portfolio.

LSO Media Group brings its business interests together under corporate oversight. Lead corporate introductions with the scope of that portfolio, the work of the company, and the reason the information matters to the reader. Brand independence remains relevant when explaining responsibilities; it is no longer the principal introduction to the company.

Expression	Use and boundary
Diversified	Use to describe the stated interests across media, hospitality, credit and financial counseling, and consumer goods procurement. Do not imply that diversification guarantees financial performance.
Consolidated interests	Use for the bringing together of business interests under the company. This wording does not establish a merger, wholly owned structure, or consolidated financial reporting.
Portfolio	Use for the collection of business and brand interests. Specify the part of the portfolio when discussing only media or a single operating business.
Investment	Use for an actual allocation or commitment of resources. Distinguish a completed investment, a proposed investment, and a strategic priority.
Growth	Name what is growing: audience, distribution, revenue, capacity, or the portfolio. A strategic intention is not a measured result.

Do not reduce the company to an individual personality or use empire, family, or ecosystem as its corporate identity. Do not replace that language with unsupported claims such as global conglomerate, market leader, or financial services group. Describe the verified activity at the necessary level of precision.

Recommended message order

Company and portfolio scope. Relevant decision or activity. Practical significance. Supporting facts. One useful next step.

A sector description identifies the nature of the interests. It does not claim that LSO Media Group itself provides every service, holds a professional license, or offers regulated financial advice. Name the responsible operating business when describing a specific service. Recheck the scope before reusing this positioning in a transaction, investor, or legal document.

B.02

Company name and point of view

Establish the full company name in every standalone item and keep the speaker consistent.

Context	Required form
First reference	LSO Media Group
Later references	LSO; the company; the group
Deliberate display	LSO MEDIA GROUP on a cover, masthead, or end card
Possessive	LSO Media Group's; LSO's
Agreement	LSO Media Group is; it has; the company does
Website display	lsomediagroup.com

The written name is required on first mention in each standalone page, post, release, document, or slide. Do not assume that a logo, account name, previous slide, or earlier message establishes it for a reader who encounters the item alone. Later references within a continuous item may use LSO, the company, or the group.

Use LSO Media Group in body copy, metadata, alt text, accessibility labels, and ordinary headlines. Reserve the all-capital form for deliberate display. Do not write Lso Media Group, L.S.O., LSOMG, the LSO, LSO Media, or LSO Group. Do not expand LSO into a phrase or substitute Luigi Scarcelli Official for the corporate name.

Voice	Use
Third person	Formal announcements, third-party descriptions, and factual company profiles: LSO Media Group, the company, it, its.
First person	An identified corporate website, letter, or social account: we, us, our. Use we are and we have.
Direct address	Instructions and offers may address the reader as you. Keep the intended audience clear.

Do not move between we and the company within a short passage without a reason. An attributed quotation can change speaker; surrounding narration should remain consistent. Never use they for the company merely because it includes several businesses.

For a contract, invoice, statutory notice, or other legal identification, use the verified legal entity name required for that document. Do not add Inc., LLC, Corporation, or another suffix to the public name on assumption. Display the domain in lowercase; preserve the case of an actual URL path.

B.03

Portfolio names and relationship terms

Exact names identify the business or brand. Relationship words explain what is known about it.

Name	Treatment
Luigi Scarcelli Official	Write Official, never Office. Use the complete name in formal lists and ownership statements; do not shorten it to Luigi or LSO.
NEWS NEXT	Keep both words uppercase, including headlines, captions, and metadata. Treat the brand as singular.
Connection Global	Use the complete name. Do not substitute Connection TV as an interchangeable label. A historical or related name requires a verified explanation.
Optimist Pictures	Write Optimist, not Optamist or Optimistic Pictures. Do not invent an abbreviation.
The Maine Pageant Place	Retain the capitalized The. Do not invent a short form.

This spelling register preserves the supplied names. It is not a complete current ownership schedule, a legal entity chart, or evidence that every named brand has the same relationship to the company. Confirm the current portfolio and relevant relationship before publishing a complete list or disclosure.

Term	Meaning in company copy
Brand	A public identity. A brand need not be a separate legal entity.
Business or company	An operating activity or organization; identify the legal entity where that distinction matters.
Subsidiary	A legally established company controlled by another company, only when verified.
Parent company	The stated corporate relationship; name the relevant controlled business when specificity matters.
Affiliate	A relationship that needs explanation. Do not use it as a convenient substitute for subsidiary or partner.
Partner	An actual collaborator, with the relevant scope stated. It does not by itself establish ownership, a legal partnership, or endorsement.

Use media brands when discussing only the media portion of the portfolio. Use businesses, brands, or interests according to what the passage actually includes. Do not force hospitality, counseling, or procurement activities into a description of television and streaming brands.

Precise relationship model

[Brand] is part of LSO Media Group. [Named entity] is responsible for [verified activity].

Avoid joined names, invented groupings, and new acronyms that could be mistaken for an established brand. Check the spelling against the current approved asset or business record before release.

B.04

Reusable company descriptions

Choose a description that fits the purpose, then confirm that its scope remains current.

Short corporate description

LSO Media Group is a diversified company with interests in media, hospitality, credit and financial counseling, and consumer goods procurement.

Standard corporate description

LSO Media Group is a diversified company bringing together consolidated interests in media, hospitality, credit and financial counseling, and consumer goods procurement. The company provides corporate oversight and direction across its portfolio, with a focus on responsible investment, business development, and long-term growth.

Expanded corporate description

LSO Media Group brings together a diversified portfolio of businesses and brands across media, hospitality, credit and financial counseling, and consumer goods procurement. Through corporate oversight and shared resources, the company coordinates priorities across its interests and supports the development of new opportunities. Decisions at the corporate level consider the needs of the wider portfolio and the responsibilities of the businesses within it.

Media-specific introduction

Through its media businesses and brands, LSO Media Group connects programming and audiences across television, streaming, and digital platforms.

Commercial introduction

Work with LSO Media Group on television and streaming advertising, digital and social campaigns, and branded content and creative production. Explore opportunities at lsomediagroup.com.

Use the short form for compact profiles and metadata; use the standard form for a corporate newsroom boilerplate; use the expanded form where readers need more business context. The media and commercial versions are scoped introductions, not substitutes for a complete corporate description.

These are V4 house descriptions based on the stated portfolio and positioning. They do not supply transaction details, financial results, headquarters, executive appointments, licenses, or investment performance. Add those facts only from a verified source appropriate to the publication.

Keep long-term growth as an objective, not an assured outcome. Use consolidated interests as a business description; do not extend it to financial consolidation, pooled assets, or a guarantee of common liability. No description in this guide establishes a corporate tagline.

B.05

Endorsements, credits, and brand architecture

Use the corporate identity to clarify responsibility and ownership without confusing the audience.

Use Part of LSO Media Group as the standard secondary endorsement where the relationship applies. In a standalone graphic line, capitalize it exactly as shown and omit a final period. Keep the operating brand dominant on material issued in that brand's identity. Place the corporate endorsement below or after it with enough separation to read as a relationship statement.

Application	Identity and message order
Corporate announcement	LSO Media Group leads. Name the affected businesses and explain their roles in the body.
Operating-brand material	The operating brand leads. Add the parent endorsement where the relationship needs to be visible.
Joint project	Identify the participating organizations and their actual roles. Size or proximity of logos must not imply a greater relationship.

Application	Identity and message order
Paid campaign	Identify the advertiser or sponsor with the appropriate label; a corporate endorsement is not a sponsorship disclosure.
Historical material	Preserve the identity relevant to the event. Explain later changes separately when useful.
Credit	Use only for
Produced by	The person or organization responsible for production.
Distributed by	The person or organization performing the stated distribution role.
Presented by	A confirmed presentation role; explain commercial participation separately when relevant.
Sponsored by	An actual sponsorship relationship, described with the required commercial context.
In partnership with	A confirmed collaboration, with scope explained where the phrase alone would be ambiguous.

A role credit, a sponsorship label, and an ownership endorsement answer different questions. One does not replace the others. Do not label a company a producer merely because it owns a brand, or call a distributor a sponsor because its logo appears on a program.

In restructuring or portfolio announcements, identify what changed, which interests are affected, the effective date, and the practical effect. Distinguish a completed change from a proposal. Retire launch-era language such as new parent company once it no longer fits the publication context. Reconfirm claims that content, staffing, or distribution will continue unchanged before repeating them.

TOPIC W

Writing

Voice, tone, mechanics, terminology, and editing.

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Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

W.01

Voice and situation-specific tone

The corporate voice is direct, assured, human, and measured. Tone changes with the reader's needs.

Quality	What it means in a sentence
Direct	Name the subject and action early. Replace a long introduction with the decision, service, or result.
Assured	Use verified detail and a clear commitment within the company's control. Confidence does not require a superlative.
Human	Identify the people affected and explain what they need to know. Do not call people assets or eyeballs.
Measured	Give the subject an appropriate degree of emotion. Routine changes do not need celebration or alarm.

Situation	Tone and information priority
Corporate news	Composed and factual. Change, timing, scope, and practical effect.
Commercial offer	Specific and useful. Deliverables, audience, price basis or inquiry path, conditions, and next step.
Social post	Brief and approachable. One main message; contractions are welcome when natural.
Staff recognition	Warm and concrete. Name the contribution and why it mattered.
Service issue	Accountable and calm. Known issue, effect, action, and next update when confirmed.
Difficult organizational change	Respectful and direct. Explain consequences without a celebratory opening or vague reassurance.

Prefer verbs such as develop, produce, distribute, publish, manage, support, and connect when they describe the work. Choose a specific noun: series, schedule, campaign, report, placement, or service. Content and solutions are useful only when the broader meaning is necessary or defined.

Before

We are thrilled to announce an incredible enhancement to our content ecosystem.

After - illustrative wording

The revised program page brings episode details and viewing links together.

Do not imitate a consumer brand's slang in corporate communications simply because the subject is entertainment. Humor, warmth, and enthusiasm should serve the message and suit the audience. Preserve a speaker's authentic quotation; do not rewrite it to manufacture a corporate voice.

End with one useful action when an action is needed. Read the announcement, Explore our brands, and Contact our team must lead to the stated destination. An informational statement can end after the essential facts; not every message needs a sales invitation.

W.02

Capitalization and role names

Use sentence case for ordinary communications and capitals for exact names and meaningful distinctions.

Headlines, subheadings, navigation, buttons, captions, subject lines, table headings, and ordinary slide headings use sentence case: Capitalize the first word and proper nouns. Omit a final period from short headings and buttons. Use complete punctuation in body sentences.

Use	Avoid
Explore our brands	Explore Our Brands
Advertise with LSO Media Group	Advertise With LSO Media Group
NEWS NEXT programming update	News Next Programming Update
Our approach to corporate responsibility	Our Approach To Corporate Responsibility

Preserve exact brand case inside sentence-case text. An automatic title-case or lowercase conversion must not alter NEWS NEXT, LSO Media Group, a person's name, or a technical identifier. Do not use all capitals to add urgency or emphasis in body copy.

Context	House treatment
Formal title directly before a name	Director of Corporate Operations [Name]
Title after a name	[Name], director of corporate operations

Context	House treatment
Role without a name	the director of corporate operations
Standalone directory or signature role	Director of Corporate Operations
Abbreviated roles	CEO and VP stay uppercase in every position
Official department	Capitalize the complete established department name
General team description	the communications team; corporate operations; the sales department

Preserve published names, accents, diacritics, and meaningful punctuation. A title example does not create a role or confirm an appointment. Match the title to the person's actual role at the date relevant to the statement.

Lowercase company, group, brand, board, leadership, website, audience, and partner when they are generic references. Capitalization must not be used to imply formal authority or create an unofficial department.

After a colon in running prose, capitalize a complete sentence: The next step is clear: Review the final schedule. Lowercase a phrase or list: The offer covers three formats: television, streaming, and social video. After a semicolon, continue in lowercase unless a proper noun begins the next clause.

W.03

Formal work titles and abbreviations

Distinguish a named work from an ordinary heading, and preserve identifiers exactly.

Preserve established program, film, series, book, event, campaign, and document names. Do not recase another publisher's title. For a newly created formal work title that calls for title case, use the house rules below. Ordinary web pages, news headlines, buttons, and slide headings remain sentence case.

Element	Title-case treatment
First and last words	Capitalize, including articles and prepositions.
Principal words	Capitalize nouns, pronouns, adjectives, adverbs, and verbs, including Is, Are, Be, and Was.
Conjunctions	Capitalize subordinating conjunctions such as If, When, and Because. Lowercase and, but, for, nor, or, so, and yet.
Articles and prepositions	Lowercase a, an, the, and all prepositions regardless of length, except in first or last position.

Element	Title-case treatment
Infinitive and particles	Lowercase to in How to Advertise. Capitalize phrasal-verb particles in Tune In, Sign Up, and Set Up.
Hyphenated titles	Capitalize principal elements: Behind-the-Scenes Production.
Subtitle after a colon	Capitalize its first word and apply title case independently.

Italicize complete works, including films, series, and books, in formatted prose. Put episode titles, articles, and shorter works in double quotation marks. If italics are unavailable, retain the exact title consistently and provide enough context to identify it.

Keep LSO, TV, CEO, VP, AVOD, FAST, OTT, VOD, AI, and URL uppercase. Spell out an unfamiliar term on first mention in each standalone asset, then give its abbreviation in parentheses if it recurs. Familiar TV and URL need no expansion. Avoid inventing an acronym for a term used once.

Use	Reason
YouTube; LinkedIn; Instagram	Preserve platform names.
website; internet; email	Use lowercase common nouns and the closed spelling email.
CEOs; URLs; the 2020s	Routine plurals take no apostrophe.
PDF and PNG; .pdf and .png	Use uppercase for format names and lowercase for routine file extensions.

Do not change the case of an existing filename, email address, URL path, code string, quotation, or registered name merely to apply a style rule. Exact strings may carry technical or legal meaning.

W.04

Grammar, punctuation, and spelling

Use US English, direct sentences, and punctuation that makes the meaning easier to follow.

Prefer active voice when responsibility matters: LSO Media Group distributes the series. Passive voice is appropriate when the action or affected person is the focus. Keep one main point per sentence and one developed idea per paragraph. Use clear contractions in conversational copy; spell them out for emphasis or a formal context.

Item	House rule
Serial comma	Use television, streaming, and digital platforms.
Ampersand	Write and in prose and ordinary headings. Retain & in an exact established name or approved fixed graphic.

Item	House rule
Apostrophes	Use for possession or omitted letters, not routine plurals. A singular proper name normally takes apostrophe plus s; recast an awkward phrase.
Quotation marks	Use double marks, with single marks inside. Put commas and periods inside closing marks in US prose.
Question marks	Place inside quotation marks only when the question belongs to the quoted material.
Em dashes	Use sparingly for a genuine interruption. Prefer a period or comma when clearer.
Hyphens	Hyphenate a compound modifier before a noun when clarity requires it: long-term agreement. Do not hyphenate an -ly adverb phrase.
Ellipses	Use for a real omission or unfinished thought, not promotional suspense.
Exclamation points	Default to a period. Do not repeat punctuation; preserve original quoted or titled punctuation.
And/or	Choose and, or, or both. State options explicitly when eligibility or scope depends on them. Preserve unchanged contractual quotations.

Keep list items grammatically parallel. Use periods for complete sentences and omit them from short fragments. Number steps when order matters. Do not alternate fragments and sentences in the same short list without a reason.

Distinction	Example or meaning
affect / effect	The change affects the schedule. Its effect is a later start.
everyday / every day	everyday work; publish every day
its / it's	its brands; it's available means it is available
fewer / less	fewer advertisements; less time
ensure / insure	make certain / provide insurance
setup / set up; login / log in	Noun or adjective / verb
premiere / premier	first showing / claim of rank requiring support

Use color, organization, program, and canceled. Preserve other spellings in exact names, quotations, titles, and technical strings. Check your and you're; the latter means you are.

W.05

Numbers, dates, times, and units

Show the unit, basis, period, and level of precision a reader needs to interpret a value.

Item	House rule
General numbers	Spell out zero through nine in ordinary prose; use numerals for 10 and above. Recast a sentence that begins with a large numeral.
Comparisons and data	Use numerals consistently for statistics, measurements, tables, and adjacent comparisons: 3 brands, 12 campaigns, and 6 markets.
Thousands and decimals	Write 12,500 and 0.75. Use a leading zero below one and remove unnecessary decimal places.
Large quantities	Write 1.2 million in prose. Reserve 1.2M for compact charts with a clear legend.
Percentages	Write 8%, with no space. Distinguish percentage points from relative percentage change.
Currency	Write \$250 or \$3.99. Specify USD if ambiguous and state per month, per campaign, or the relevant basis.
Dates	Write September 24, 2026, without an ordinal. Spell out months in external prose. Avoid ambiguous numeric dates.
Month and year	Write September 2026, without a comma. Use a consistent abbreviation system only when space requires it.
Times	Write 9 a.m., 9:30 p.m., noon, and midnight. Include a date and time zone when readers may be in different regions.
Time zones	Use ET for recurring schedules across seasonal changes. Use EST or EDT only after checking the specific date.
Ranges	Write 10 to 12; from 10 to 12; between 10 and 12. Never mix between with to.
Measurements	Write 16 px, 20 mm, 48 kHz, and 1080 × 1920 px. Separate the value from its unit and use the multiplication sign for dimensions.

A change from 20% to 25% is 5 percentage points or a 25% relative increase. A change from 10 to 20 is a 100% increase or 2 times the original value. Keep the baseline and comparison period close to a growth claim.

Match units and precision across comparable values. Do not round a number in a way that changes a claim. If a value is estimated, label it and give the relevant basis. Define the fiscal or calendar period when quarter or year could mean either.

Use calendar dates in evergreen copy. Give the date when today, tomorrow, or yesterday could outlast its context. Replace an ambiguous midnight deadline with an explicit date and time, such as 11:59 p.m. ET on [date].

W.06

People, identity, and translation

Describe people accurately and respectfully, with the same care applied to names, roles, and contributions.

Use a person's stated name, pronouns, and identity terms. Do not infer them from appearance, role, geography, or a third-party description. Use singular they when pronouns are unknown or the reference is general. Preserve accents, diacritics, and meaningful punctuation in all supported formats.

Mention age, race, ethnicity, nationality, disability, religion, gender, or sexual orientation only when relevant to the subject. Explain the relevant context instead of presenting identity as a surprising exception. A broad population label should not imply a shared opinion, experience, language, or income.

Avoid as a default	Use when accurate
chairman; manpower	chair; staff, workforce, or staffing capacity
the elderly	older adults or the specific age range
the disabled	disabled people or people with disabilities, following preference
normal people	the actual comparison, such as people without disabilities
suffers from a disability	has a disability or the person's preferred wording
girls or boys for adult colleagues	people, women, men, team, or the relevant role

Follow the individual's or community's preference for person-first or identity-first disability language. Do not frame disability as tragedy or inspiration by default. Discuss an access requirement precisely: captions, step-free entry, readable text, or another specific need.

Give comparable people comparable treatment. Use the same level of title, surname, professional detail, and achievement description across profiles. Do not mention family status or appearance for one person while omitting it from equivalent profiles without an editorial reason.

Name the actual country, community, language, or location relevant to the story. Do not use a continent or region as though its people share a single culture. Do not assume citizenship or language from heritage.

For translation, use a fluent reviewer and preserve meaning, dates, units, eligibility, conditions, names, and disclosures. Supply context for ambiguous words and interface actions. Do not invent translated brand names

or alter an approved name because it is difficult to fit. Review text after layout: translated content may need more space. Use literal phrasing when an idiom, joke, or cultural reference would obscure an instruction.

W.07

Restricted praise and business jargon

Restrictions apply to the stated use, not to every appearance of a word.

In authored corporate copy, replace hype and vague business language with the actual work, feature, or result. Keep accurate quotations and established titles intact. Technical or literal uses are permitted when the meaning is specific. Never replace an unsupported adjective with an invented achievement.

Word family	Restriction and useful replacement
amazing; awesome; incredible; epic; legendary; iconic	Do not use as corporate self-praise. Name the experience, contribution, or achievement.
best; best-in-class; premier; leading; industry-leading	A rank needs a current source, category, comparison, and period. Otherwise describe the capability.
biggest; largest; first-ever; unprecedented	Verify the metric, comparison scope, and relevant history. Otherwise state the measured size or specific development.
world-class; unmatched; unparalleled; unrivaled	Do not substitute an absolute or status label for evidence. Give relevant experience or a supportable strength.
game-changing; revolutionary; groundbreaking	Explain what changes and why. A verified first or literal construction groundbreaking is acceptable.
cutting-edge; state-of-the-art; innovative; innovation	Name the method or capability. A defined technical comparison or substantive account of an innovation is acceptable.
unique; one-of-a-kind; award-winning	Support singularity; identify the award, recipient, organization, and year. Defined unique-viewer metrics and identifiers are legitimate.
synergy; ecosystem	Describe shared work or use portfolio, network, or platforms as accurate. Defined technical systems, biological ecosystems, and precise technical synergy are permitted.
leverage; utilize	Use use, apply, draw on, or build on. Financial leverage and literal mechanical leverage retain their meanings.
impactful; move the needle	Name the effect, metric, or intended change. Do not invent a result.
solutions; robust	Name the service, features, capacity, or tested behavior. A defined technical solution or formal service name is acceptable.

Word family	Restriction and useful replacement
disrupt; disruptive	Describe the change and who it affects. Actual interruptions or documented market disruption are factual uses.
seamless; turnkey; end-to-end; full-service	State the steps, inclusions, limits, and client responsibilities. Defined packages may use scope language accurately.
empower; elevate; unlock	Explain what someone can do or what changes. Literal uses remain acceptable.

A term in a quotation does not become the company's verified claim automatically. Attribute it accurately and provide any context the reader needs. When the exact wording adds little, a faithful paraphrase may be clearer.

W.08

Restricted labels, promises, and instructions

Use language that respects people and accurately describes what a service or offer does.

Word family	Restriction and contextual exception
empire; family	Do not use for the corporate portfolio or workforce. Use company, portfolio, team, or colleagues. Literal family relationships remain valid.
guys; girls; boys	Do not use guys for a mixed or unspecified audience, or girls and boys for adult colleagues. Use everyone, team, or the relevant role.
manpower; the disabled; the elderly; normal people	Name the workforce, people, or actual comparison. Respect identity preferences; avoid impersonal group labels.
crazy; insane; rock star; ninja; guru	Do not use as corporate intensifiers, casual labels, or substitute job titles. Describe the condition, role, or skill.
eyeballs	Do not use for people or as an undefined audience metric. Name viewers, views, households, or the source's actual measure.
cheap	Do not use to promote LSO services. State the price or a supported lower-cost comparison.
just; obviously; clearly	Do not imply that a reader's task is trivial or self-evident. Give the action. Precise timing and actual readability uses remain valid.
simply; easy; effortless	Do not erase effort or promise ease without evidence. Give the steps and requirements.

Word family	Restriction and contextual exception
guaranteed results; guaranteed engagement	Do not promise uncontrolled outcomes. An approved contractual guarantee may be described with its conditions.
viral; go viral	Do not promise virality. Describe verified distribution, views, or sharing; define and attribute an observed result.
everyone; everywhere; always; never	Avoid universal reach, availability, or performance promises. Defined rules and supportable literal scope remain valid.
click here	Use descriptive link text: Download the media kit (PDF).
soon; coming soon	Give a confirmed date or current stage. A time-bounded approved campaign may use the phrase temporarily.
risk-free; no strings attached	State material cancellation, payment, eligibility, and other conditions. Do not imply that conditions or exposure do not exist.
instant; instantly	State the actual timing or process. Literal immediate behavior may be described when verified.
ASAP; urgent	Give the deadline and reason. Use urgent only when warranted and the required action is clear.

Apply these rules in context. A word that is unsuitable for a corporate promise may be essential in reporting, a quotation, a technical explanation, or an exact title. Do not silently rewrite a source. Preserve the facts and explain any material condition near the claim.

W.09

Plain-language editing and final read

Edit for meaning first, then structure, precision, and mechanics.

Pass	Ask and act
Meaning	What does the reader need to understand or do? Put that point first. Confirm that the subject, action, and scope are explicit.
Structure	Does each paragraph develop one idea? Use informative headings. Turn an ordered process into numbered steps.
Precision	Can a vague noun, adjective, or promise become a specific fact? If the fact is unknown, do not invent one.
Conditions	Are timing, eligibility, territory, cost, and other material limits close to the relevant statement?

Pass	Ask and act
Mechanics	Check names, case, agreement, punctuation, units, dates, and links against the guide.
Read aloud	Remove awkward repetition and breathless sentences. Confirm that the wording sounds natural and does not change the meaning.

Before - inflated positioning

Our innovative ecosystem leverages unmatched synergy to unlock unprecedented opportunities.

After - style model

LSO Media Group coordinates priorities and shared resources across its portfolio.

Before - vague instruction

Simply click here to effortlessly access our robust media solutions.

After - style model

Download the media kit (PDF) for advertising formats and campaign options.

Before - undefined urgency

URGENT: We need this ASAP so we can move forward.

After - template

Send the approved copy by [time and time zone] on [date] so the team can meet the publication deadline.

Shorter is useful only when meaning survives. Do not remove an exception, condition, attribution, or necessary definition merely to fit a preferred word count. Divide a dense sentence, add a heading, or move supporting detail into a clearly labeled note.

For spoken delivery, use shorter clauses and name the subject before pronouns could become ambiguous. Write numbers and abbreviations in a way the speaker can read accurately. A script may add pronunciation notes or timing cues in production annotations; those cues are not part of the public quotation.

Examples in this topic demonstrate style. They are not announcements, verified service descriptions, or evidence of company activity. Replace placeholders and confirm facts before publication.

TOPIC A

Accessibility

Text alternatives, readable experiences, and access review.

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A.04 Check documents and audiovisual alternatives	103

Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

A.01

Plan access with the message

Accessibility belongs in the brief, the design, and the finished experience.

Identify the information a reader must receive and the action they must complete. Assign someone to check each format before release. Build alternatives while the source material is available; a transcript, chart table, or image description is easier to prepare during production than after publication.

Audience task	Build into the work
Understand the message	Plain language, descriptive headings, defined abbreviations, meaningful order.
See the information	Readable type, tested contrast, enlargement, and alternatives to color alone.
Hear or read media	Accurate captions, a transcript where useful, and a description of essential visual information.
Navigate and act	Keyboard access, visible focus, persistent labels, clear instructions, and understandable errors.
Use another format	An accessible source or alternative delivery route when the main format creates a barrier.

House review: inspect the smallest intended phone view, an enlarged view, and the final output. Read a page without its images, listen to a clip without watching, and watch it without sound. Each check reveals different missing information. These checks support a review; none alone certifies accessibility.

Example brief

For an announcement that includes an image and video, provide selectable article text, an image description, captions, and a working contact link. The editor checks meaning; the designer checks presentation; the publisher checks the live experience.

Record what was tested, the format and device, defects found, and the person responsible for resolving them. Avoid describing a complete website or document as accessible solely because its text contrast passes. W3C references are listed in R.02.

A.02

Write image descriptions and alternatives

Describe the information an image contributes in its particular context.

An image description should help the reader understand the message, not inventory every visible object. Explain meaningful information that nearby text does not already provide. Avoid guessing a person's identity, disability, ethnicity, mood, or relationship from appearance.

Image purpose	Treatment
Informative photograph	Briefly describe the relevant people, action, setting, or detail. Use verified names when the identity matters.
Decorative image	In web content, use an empty text alternative when the image adds no information. Keep it out of the reading flow.
Image used as a control	Describe the action or destination, such as LSO Media Group home.
Graphic containing text	Provide the necessary words in a text alternative or an equivalent nearby text version.
Chart or complex diagram	Give a concise description and provide the key finding, values, and relationships in surrounding text or a data table.

Informative photo

A camera operator frames an interview in the studio. Use the operator's name only when it is verified and relevant.

Announcement graphic

LSO Media Group announcement: [verified headline]. Read the announcement at [destination]. Avoid repeating the full article in an image description.

Keep a reusable description with the asset, then adapt it to the page. A logo used as a home link serves a different purpose from the same logo in a list of corporate interests. A filename such as IMG_0482.jpg is not a useful description. Source basis: W3C Images Tutorial [R.02].

When describing a chart, distinguish an observed pattern from an interpretation. Include the reporting period and unit. If a diagram depends on color, name the categories in text and show a legend that can be understood without color.

A.03

Check screens and interactive content

Test the published page with the same care as the design file.

Use the reading and tab order to check that headings, links, fields, messages, and controls follow a sensible sequence. A visual arrangement does not guarantee a sensible programmatic order. Keep the keyboard focus visible and ensure menus, dialogs, and forms can be used without a pointer.

Check	Review action
Labels and errors	Keep field labels visible after typing. Identify the field and explain the correction. Preserve valid information already entered.
Zoom and reflow	Inspect normal zoom, 200% zoom, and a 320 CSS pixel wide view. At 320 CSS pixels, ordinary text should reflow without horizontal scrolling.
Targets	As a house starting point, design primary controls with at least a 44 by 44 CSS pixel activation area. Do not confuse the hit area with the icon.
Color and focus	Underline text links, pair state colors with words or icons, and check hover, focus, error, and selected states.
Animation	Keep instructions readable when animation stops. Respect reduced-motion preferences and provide appropriate controls for moving content.

WCAG 2.2 SC 2.5.8 uses a 24 by 24 CSS pixel minimum target size with defined exceptions, including sufficient spacing and inline text links. The larger house starting point above is a design choice, not a statement of the WCAG minimum. Check the full criterion for the actual control [R.02].

WCAG reflow guidance permits exceptions for parts needing two-dimensional presentation, such as certain maps or data tables. That exception does not extend to unrelated page text. Check individual table cells and nearby explanations too [R.02].

Error message

Enter an email address in the format name@example.com. Place the message beside the field and ensure it can be identified by assistive technology.

A.04

Check documents and audiovisual alternatives

Make the reading order and the media meaning survive export.

For documents, use real headings, lists, and table headers in the authoring file. Give the file a meaningful title and language. Export using a workflow that preserves structure, then inspect the actual output. A selectable PDF with bookmarks is useful, but those features do not prove correct tagging or reading order.

Deliverable	Check before sharing
PDF or document	Heading hierarchy; logical reading order; descriptive links; image alternatives; table headers; metadata; readable enlargement.
Presentation	Slide titles; meaningful object order; high contrast; readable charts; an accessible handout when needed.
Recorded video	Accurate synchronized captions; verified names; meaningful sound cues; visible action explained when essential to understanding.
Audio program	An accurate transcript with speakers identified when needed. Preserve important non-speech information.
Live event	Plan the access services and distribution path in advance. Confirm who checks their operation during the event.

Captions convey speech and relevant non-speech audio, such as a speaker change or a sound needed to understand the scene. Review automatic captions for names, numbers, punctuation, timing, and omitted words. A transcript supports access but is not a substitute for synchronized captions when captions are needed. Source basis: W3C Captions/Subtitles [R.02].

Caption check

Verify LSO Media Group, Luigi Scarcelli Official, and NEWS NEXT against the script. Watch the final video with captions enabled and confirm that lower thirds do not cover them.

For this reference edition, the PDF includes selectable text, bookmarks, and internal links. Full PDF accessibility conformance has not been certified. Use the checks above when preparing an accessible publishing edition. Topic M covers production and delivery; Topic D covers legibility.

TOPIC C

Channels

Newsroom, websites, social, email, and business communication.

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Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

C.01

Newsroom releases, statements, and excerpts

Lead with the verified development and its practical effect. A release must stand on its own when copied, linked, or quoted elsewhere.

Write the headline in sentence case. Identify the company, the action, and the meaningful change; use the opening paragraph to establish timing and scope. Explain the decision before discussing aspirations. Corporate positioning should reflect LSO Media Group's diversified interests and the particular subject of the announcement. Repeating the origin story or brand-independence message is not a substitute for explaining current activity.

Element	Required treatment
Headline and opening	State what happened and when; support every part of the headline in the body.
Supporting detail	Explain scope, relevant conditions, affected operations, and the reader's next step.
Quotation	Use an approved, attributable statement that adds judgment or explanation.
Company description	Use the current description appropriate to the announcement; verify portfolio references.
Contact and publication	Supply a real monitored contact, publication date, and accurate location if a dateline is used.

For appointments, confirm the name, title, effective date, reporting relationship if published, and authorized responsibilities. For transactions, distinguish discussions, an agreement, closing, and operational integration. For performance news, put the measurement period and definitions close to the figures. Do not add a headquarters, appointment date, commitment, or executive quotation simply to complete the format.

An excerpt summarizes the published story in fresh, compact prose. It must preserve material qualifications and the correct tense. Do not make its claim stronger than the article. As a starting house default, use 35-60 words for a newsroom card, then preview the actual layout. A search description serves a different placement and may require different wording.

Excerpt structure

LSO Media Group has [verified action], effective [date]. The change [confirmed practical effect] across [defined scope]. [Optional verified detail that explains the significance].

A statement about an unresolved event should separate confirmed facts, current action, and the next expected update. Give a time only when established. Label older releases with their original dates; correct

errors visibly and distinguish later developments from corrections. See E.01-E.02 for evidence and quotation rules.

C.02

Web pages, interfaces, and search

Build each page around a reader's task. Titles, navigation, body copy, and controls should describe the same destination or action.

Give each page one clear purpose and an informative main heading. Lead with the answer people came to find, followed by useful detail and a relevant action. Portfolio pages explain the actual business or brand; advertising pages explain the offering and inquiry route. Corporate pages should make the company's interests and activities understandable without implying that every portfolio business supplies every advertised service.

Component	House treatment
Page title	Describe the specific page; include the company name where it helps distinguish the result.
Search description	Summarize the page accurately. Avoid repeated keywords, unsupported rankings, and unrelated services.
Navigation	Use short, stable labels that readers can predict. Keep equivalent destinations consistently named.
Button or link	Name the action or destination: Send inquiry; View company news; Download the guide (PDF).
Error message	Identify the issue and a workable next step. Preserve information the reader has already entered.

Use real headings in logical order and persistent labels for form fields. Place examples and format guidance beside the relevant field; a placeholder does not replace a label. Explain required fields and conditions before submission. Confirmation copy should state what actually happened and what follows. Do not promise a response time unless an operating process supports it.

Keep essential text in the page rather than only inside an image. Write meaningful link text that still makes sense outside its paragraph. Supply text alternatives for informative images and charts. Make the mobile reading order follow the intended meaning; visual rearrangement must not separate conditions from an offer. Check keyboard use, zoom, wrapping, and meaningful focus states during implementation.

Helpful form feedback

Enter an email address in the format name@example.com. / Your inquiry has been submitted. [Add a verified next step, if available.]

Assign a review owner to facts that age: leadership, business interests, offers, contact details, and availability. Retire expired campaigns and unresolved coming-soon copy. Search titles and descriptions are editorial inputs, not guarantees of how a search engine displays a result. Check the destination and social preview before publishing.

C.03

Social campaigns, captions, and email

Adapt the message to its placement while preserving the underlying facts, conditions, and identity. Treat every shared asset as a possible first encounter.

Set one communication objective for each post or email. The graphic attracts attention, the accompanying copy supplies enough context, and the destination completes the action. Include LSO Media Group where account context may disappear in a screenshot or repost. Keep material information available in text, including dates, geographic limits, eligibility, and meaningful offer conditions.

Asset	What it should accomplish
Social graphic	Present one readable message, approved identity, and a useful destination where appropriate.
Post caption	Explain the announcement or offer in complete context; retain important qualifications.
Carousel	Use a logical sequence. Make the opening and closing useful, and number steps when order matters.
Email subject	Describe the content honestly; use urgency only when a genuine deadline exists.
Email body	Put the purpose first, add necessary detail, and provide one primary action with a functioning destination.

Default to restrained punctuation. Do not use emoji in corporate announcements, formal statements, or routine corporate promotional copy. Use hashtags sparingly, with each word capitalized for readability. Treat a campaign phrase as optional supporting language, not a replacement for the company name or the factual message. Never imitate an emergency alert to attract attention to ordinary marketing.

Prepare placement-specific exports from an approved master. Check crop, platform overlays, visible text size, destination links, and the relationship between caption and image. A condition that materially changes an

offer must not survive only in tiny graphic text. Put paid-content labels where readers encounter the commercial message; see E.03.

Campaign handoff

Objective: [reader action]. Audience: [defined group]. Message: [verified proposition]. Placement: [channel and format]. Destination: [working URL]. Evidence and rights: [records]. Expiry: [date or review trigger].

For email, use a real sender identity, a short signature, and the applicable subscription or contact controls. Review the plain-text version as well as the designed version. Before reusing a campaign, recheck all facts, permissions, prices, dates, and destination content. Scheduled publication does not eliminate the need for a final check after material events.

C.04

Business documents, presentations, and spoken copy

Make the decision, request, or explanation easy to find. Internal audiences deserve the same precise naming and evidence as public audiences.

Start a business document with its purpose and the action needed. Separate established facts, analysis, recommendations, and decisions. Name the person or function responsible for a next step and give a clear deadline when one exists. Use the public company name in ordinary communications and a verified legal entity name when the transaction or document requires it.

Document	Preferred structure
Decision memo	Decision needed; evidence; options; recommendation; consequences; responsible owner.
Project brief	Objective; audience; deliverables; scope; dates; dependencies; approval route.
Meeting record	Date; participants; decisions; actions; owners; deadlines; unresolved questions.
Presentation	Purpose; key message; supporting evidence; decision or next step; detailed appendix.
Script	Speakable sentences; pronunciation notes; verified names and numbers; production cues separated from speech.

Use descriptive headings, real paragraph styles, repeated table headers where needed, and useful page numbers. A document title should identify its subject and status. Mark drafts clearly in working files. Put essential qualifications beside the relevant statement rather than burying them in an appendix. State confidentiality or sharing restrictions only when they apply and identify the scope clearly.

Give each slide a central point. When presenting data, name the metric, time period, source, and relevant limitations. Keep labels readable at the intended viewing distance. Use an appendix for supporting calculations and detailed tables; provide it with the deck when it is necessary to assess the conclusion. A prominent number without a denominator or period is incomplete.

Action line

[Responsible person or function] will provide [specific deliverable] by [date and time zone], so [decision or dependency] can proceed.

For spoken copy, read names, numbers, dates, URLs, and abbreviations aloud during review. Say the letters L-S-O followed by Media Group. Supply pronunciation notes without changing the person's published name. Allow natural pauses and explain unfamiliar terms. Keep claims and quotations accurate when shortening a script; a voiceover, lower third, and supporting slide must not contradict one another.

TOPIC M

Media and distribution

Formats, video, captions, credits, rights, and delivery.

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M.03 Production briefs, rights, credits, and delivery	113

Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

M.01

Media formats and distribution language

Describe delivery, viewing behavior, business model, and device separately. They answer different questions and should not be treated as interchangeable reach claims.

Use distribution terminology to explain what the audience can actually receive. A service may combine scheduled channels, on-demand programs, advertising, and subscription options. Name only the arrangements confirmed for the particular program, campaign, territory, and period. Technical compatibility does not establish a commercial placement or a right to distribute content.

Term	Meaning and boundary
Linear	A scheduled stream or channel. It may reach audiences through several delivery systems.
Streaming / OTT	Internet-delivered media. State the service and access conditions when relevant.
VOD	Video selected for on-demand viewing. The term does not specify how access is funded.
AVOD / SVOD / TVOD	Advertising-supported, subscription, or transactional access models; use only for the relevant offering.
FAST	Free ad-supported streaming television, commonly scheduled channels; do not use as a synonym for every free video.
CTV	Television viewing through an internet-connected television device; not a synonym for every mobile or desktop stream.

Expand unfamiliar abbreviations on first use for general audiences. A sales document for specialists may use recognized abbreviations, but it must still define its inventory and measurement scope. Distinguish a program's availability from advertising inventory, an app listing from audience delivery, and a channel's carriage from a particular program's clearance.

Use original only when the production relationship or commissioned status supports it. Produced by, presented by, distributed by, and available on describe different roles. Exclusive needs a defined right, territory, platform, and time period. Avoid worldwide, everywhere, all devices, and every major platform unless the complete claim is established.

Precise placement description

Advertising-supported video-on-demand placements on [verified services], available on [verified device categories] in [territory] during [campaign period].

Maintain an availability record containing the title, service, delivery mode, territory, release window, access model, and source of confirmation. Recheck this record before publication or reuse. If technical terminology does not help the audience choose or understand the offering, use plain language and retain the technical detail in the delivery brief.

M.02

Video identity, captions, and motion

Create an understandable sequence at the final viewing size. Titles, captions, identity, and interface overlays must work together without competing for the same space.

Identify each title's job before designing it: program identity, person identification, context, source, disclosure, or next action. Verify names, titles, dates, and brand forms. A lower third should make the speaker easier to identify; it should not imply an affiliation the person does not hold. Follow the approved program identity while applying the parent company's naming and endorsement rules where it appears.

Element	Production treatment
Lower thirds	Use verified names and roles; reserve room for captions and destination overlays.
Captions	Correct speech, meaningful sounds, speaker identification, timing, punctuation, and line breaks.
Safe areas	V3 starts titles at a 10% inset; vertical masters start with a 15% top/bottom interface reserve. These are working defaults, not outlet specifications.
End card	Use approved identity and one destination. V3's 2-3-second hold is a starting point; allow enough time to read.
Motion	Use purposeful entrances and settled reading time. Avoid persistent motion behind essential text.

Preview captions over the complete sequence, including transitions and bright footage. Automatic transcripts are drafts until checked. Do not treat captions burned into the picture and selectable caption tracks as interchangeable delivery files. The brief must specify which versions are needed. Provide a transcript or other appropriate alternative when essential information remains unavailable through the chosen presentation.

Inspect each crop independently. A horizontal composition may need a new layout for square or vertical placement, especially when two people, a chart, or a demonstration must remain visible. Keep eyes, hands, products, source labels, and other meaning-bearing details inside the actual final frame. Check the platform preview because interface controls can change the usable area.

Sequence check

Can the audience identify the speaker, understand the spoken and visual message, read every required label, and find the next action at ordinary playback speed?

Use restrained fades and short, legible movements. Avoid flashing treatments and provide reduced-motion behavior where supported. Music and sound should support intelligibility. This guide does not set universal loudness, resolution, codec, frame-rate, or caption-transport requirements; confirm them for each destination.

M.03

Production briefs, rights, credits, and delivery

A deliverable is ready when its content, rights, technical output, and destination have been checked against the same brief.

Create the delivery brief before production begins and update it when the scope changes. Name the decision owner and the person receiving the files. Confirm the actual outlet specifications rather than transferring settings from an unrelated job. Where an outlet supplies a template or written requirements, retain the version used and document any accepted exception.

Brief field	Record
Purpose and audience	Communication objective, target audience, message, and required action.
Deliverables	Versions, aspect ratios, duration limits, languages, and still or thumbnail requirements.
Technical requirements	Destination-confirmed picture, audio, caption, file, and naming specifications.
Content and credits	Approved script, names, roles, logos, required labels, credits, and end card.
Rights and restrictions	Source, permission or license, allowed use, territory, window, credit, and limitations.
Handoff	Recipient, delivery method, deadline, approval status, and source-file requirements.

Rights records should cover footage, photographs, illustrations, graphics, music, fonts, voices, and third-party marks as relevant. Access to an asset is not evidence of permission to publish it. A credit does not replace permission. Confirm that the intended edits, placement, duration, and promotional reuse fall within the documented authorization. Escalate unclear rights to the responsible reviewer before release.

Match credits to work actually performed. Produced by indicates a production role; distributed by indicates distribution. Presented by or partner may need an accompanying explanation when a commercial relationship would otherwise be unclear. Keep required contractual credits exact and record any approved placement or formatting constraints.

Asset record

Asset: [identifier]. Source: [owner or provider]. Permission: [record]. Permitted use: [scope].
Territory/window: [limits]. Credit: [exact text]. Restrictions: [details]. Reviewer: [name and date].

Check the exported file, not only the editing timeline. Review picture, audio, captions, spelling, transitions, duration, metadata, and playback at the intended destination. Include approved masters, destination exports, captions, thumbnails, relevant rights records, and a manifest of versions in the handoff. Keep an editable source and distinguish it clearly from the released file.

TOPIC E

Evidence and claims

Metrics, attribution, disclosures, corrections, and AI.

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Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

E.01

Evidence, audience metrics, and performance claims

A number is publishable only when its unit, period, scope, and source are clear. The wording must not imply a stronger measurement than the evidence supports.

Keep the supporting export, report, calculation, or confirmation with the claim. Record the source owner, extraction date, reporting period, geography, platform, unit, comparison basis, and known limitations. Distinguish estimates from observed counts and forecasts from results. A forecast needs an identified basis and date; exceeding expectations requires a documented expectation established before the result.

Measure	Publication rule
Views / impressions	Events or displays under the source's definition; not necessarily distinct people or completed watches.
Reach / unique audience	State the unit and scope. Use unique only where the method supports deduplication.
Households	Do not relabel devices, accounts, views, or individual viewers as households. Identify an estimate as an estimate.
Retention	State the exact metric: average percentage viewed, retention at a timestamp, completion rate, or another defined measure.
Growth / rankings	Supply the baseline, comparison period, relevant category, and consistent calculation method.

Do not add linear and streaming audiences and call the sum unique households without a defensible cross-platform deduplication method. If comparable reported household counts are summed without deduplication, describe them as a sum of reported counts and state that overlap is possible. If the underlying units differ, report them separately. A disclosure cannot repair a fundamentally incompatible total.

For retention, identify the denominator, eligible videos or viewers, reporting window, and aggregation method. A simple average of video percentages is not necessarily an overall audience-weighted result. Do not replace an unavailable platform definition with an assumed one. Keep the original metric label in working records and explain it plainly in public copy.

Correct comparison

A rate rising from 20% to 25% increased by 5 percentage points, or 25% relative to its starting rate. These are different descriptions of the same change.

Use reasonable precision and identify rounding. Keep qualifiers near the figure, including on graphics, cards, and excerpts. Ranking, record, largest, and leading require a defined comparison universe and support. Do not turn an encouraging result into an unsupported market-wide claim.

E.02

Attribution, editorial boundaries, and corrections

Readers should be able to tell who is speaking, what kind of content they are reading, and whether information has changed.

Corporate communications explain the company's activities and perspective. A corporate newsroom is not independent reporting about the company. Editorial coverage belongs to the relevant news operation and its editorial standards; paid material, company statements, and promotional announcements must remain identifiable. A shared website layout or common ownership does not remove these distinctions.

Content	Make clear
Company announcement	The company is the source; identify the verified development and publication date.
Editorial reporting	The responsible news brand, authorship where used, sourcing, and applicable editorial treatment.
Opinion or commentary	The speaker or author and the nature of the perspective.
Paid content	The commercial relationship and sponsor through clear labeling; see E.03.
Reissued or archival material	The original date and any later update needed to prevent confusion.

Use exact, attributable quotations. Verify the speaker's name, relevant title, context, and approval where required. A proposed executive quote remains proposed until confirmed; do not place it in a publish-ready draft as a verified remark. Paraphrase with attribution when exact wording is unavailable. Do not silently rewrite a quotation to conform to the vocabulary list.

Do not combine separate remarks to imply one continuous statement. Ellipses indicate real omissions and must preserve meaning; square brackets may clarify a necessary reference transparently. Retain material qualifications. Identify an older quotation's context when readers could mistake it for a current response. Keep the recording, transcript, correspondence, or approval record supporting the quotation.

Correction model

Correction: An earlier version misstated [specific fact]. The correct information is [verified fact]. The article was corrected on [date].

Correct substantive errors visibly and retain the original wording in the internal record. An update adds a later development; a correction fixes information that was wrong. Minor typographical repairs need not imply a factual change. Check every dependent placement, including excerpts, graphics, scheduled posts, and distributed copies, and document the corrective action. Explain material limitations honestly when an already-distributed version cannot be replaced.

E.03

Advertising and sponsorship disclosure

Make commercial relationships understandable where the audience encounters the message. This section sets editorial minimums; applicable law, contracts, and outlet rules may add requirements.

Before commissioning commercial content, record who funds it, who supplies the goods or services, who may receive compensation, and who controls the message. Classify the arrangement from those facts. Do not infer independence from a publication format or infer sponsorship from the mere appearance of a product. The content owner should resolve uncertainty with the person responsible for the commercial arrangement.

FTC guidance calls for disclosing material connections with endorsements clearly and where people encounter them, rather than only in a profile, behind a more control, or among unrelated hashtags. For video, put the disclosure in the video; spoken and visual treatment helps it reach more viewers. Repeat disclosures during livestreams. A platform label may not be sufficient on its own. Use plain language that explains the relationship, including payment, a provided product, or a potential commission. These principles inform the LSO editorial process below; they do not replace review of the actual arrangement.

Production stage	House operating instruction
Brief	Identify the sponsor, benefit, content scope, placements, review rights, and disclosure owner.
Draft	Keep the proposed label with the copy or script so reviewers assess the complete communication.
Design / edit	Review the label in the final crop, playback, and mobile context; retain settled reading time.
Approval	Record the wording, placement, sponsor identity, reviewer, and released version.
Reuse	Reassess the relationship and retain appropriate disclosure in clips, translations, and reposts.

Plain-language models

Sponsored content paid for by [sponsor]. / [Company] provided this product for review. / We may earn a commission from purchases through this link. Use only the model that accurately describes the arrangement.

Keep sponsor review distinct from editorial authorship. Explain material sponsor influence accurately, and do not imply independent endorsement when the message is advertising. Retain the commercial brief and publication record with the asset. A disclosure does not make an unsupported claim acceptable.

Obtain appropriate review for regulated products, contests, testimonials, financial claims, and unusual arrangements. Apply any additional contractual or outlet requirements. This section does not determine the law for a particular campaign or establish that a placement complies with every applicable rule.

E.04

AI assistance, synthetic media, and provenance

Human review remains responsible for the released work. Tools may assist production, but they do not establish facts, permission, attribution, or approval.

Treat generated text, captions, translations, images, and summaries as drafts requiring review appropriate to their use. Verify factual statements against identifiable sources. Open and inspect cited material before relying on it; a plausible title or URL is not evidence that the source exists or supports the claim. Check names, figures, dates, quotations, relationships, and rights separately.

Use	Required control
Drafting and rewriting	Check facts, tone, meaning, restricted wording, and whether material conditions were lost.
Research and summaries	Retain original sources; distinguish what the source says from the writer's inference.
Captions and translation	Review accuracy, timing, names, pronunciation, and relevant cultural or technical meaning.
Generated imagery	Do not present an invented person, event, location, or audience as documentary evidence.
Synthetic voice or likeness	Confirm authorization and permitted use; avoid implying participation or endorsement that did not occur.

Do not enter confidential, personal, licensed, or restricted material into a tool without authorization for that use and destination. Follow the organization's current approved-tool and data-handling decisions; this guide does not create permission to share information. Remove unnecessary sensitive detail from prompts and examples. Retain only the working records needed for the project's review and provenance requirements.

Label generated or materially altered media when a reasonable audience could otherwise mistake it for a factual record or misunderstand a person's participation. Put the explanation close to the asset and preserve it in derivatives. A vague AI-assisted label may not explain the meaningful alteration; say what was generated or changed when that distinction matters.

Specific disclosure

Illustration generated with AI; it does not depict an actual event. / The background was digitally replaced; the speaker's recorded remarks are unchanged. Use only when accurate.

Keep a practical provenance record: source inputs, relevant permissions, tool or workflow where material, substantive alterations, reviewer, and released version. Do not fabricate citations or substitute a generated quotation for a person's statement. When evidence remains unresolved, narrow the claim, mark the uncertainty, or remove it before publication.

TOPIC G

Governance

Review responsibilities, assets, handoff, and change control.

G.01 Ownership and release review	122
G.02 Asset records, file names, and handoffs	123
G.03 Guide maintenance and exceptions	124

Read the sections together. Short reference entries summarize a rule; this Topic explains the application, exceptions, and checks.

G.01

Ownership and release review

Assign review by responsibility, not by an assumed organizational chart. Every release needs an identifiable owner and a traceable decision to publish.

The person preparing the work should identify the communication objective, source material, destination, and required reviewers at the start. Corporate communications maintains house language and coordinates brand use. The relevant operational or brand lead confirms the activity described. The owner of a claim confirms its evidence. These are functions, not newly established job titles or departments.

Responsibility	Review focus
Content owner	Purpose, completeness, factual context, intended audience, and working source records.
Communications review	Naming, positioning, language, channel fit, attribution, and consistency.
Design / production review	Approved identity, legibility, accessibility work, output specifications, and playback.
Evidence / rights review	Claims, quotations, permissions, credits, commercial labels, and material restrictions.
Release owner	Required reviews completed, correct version, destination, timing, and publication record.

Scale the process to the work. A routine update using approved facts and a current template may need a compact check. Material claims, transactions, leadership changes, sensitive incidents, commercial commitments, rights questions, or policy changes need the relevant specialized review. Do not add ceremonial approvals that obscure who is actually accountable for the content.

Review the final output in context. Check the article and excerpt together; the post, image, and destination together; the video, captions, and thumbnail together. Inspect links and contact details. A proof approved before a material factual or design change must return to the affected reviewer. Confirm any unresolved comments before the release owner treats the file as approved.

Release record

Item: [title/asset ID]. Version: [revision]. Destination/date: [details]. Content owner: [name]. Required reviews: [names and outcomes]. Open issues: [none or hold]. Release decision: [approved/held, name, date].

Use explicit statuses such as Draft, In review, Approved for release, Published, and Superseded. Approval is specific to the reviewed version, scope, and placement. After publication, verify the live result and preserve the released copy. Route reported errors to an owner who can investigate and correct affected placements.

G.02

Asset records, file names, and handoffs

Make the current approved asset easy to find and its permitted use easy to understand. A filename is a locator; the record supplies the context.

Keep verified logo masters, transparent exports, licensed font records, editable templates, approved copy, and the current guide together with their ownership information. V3 recorded gaps in the inherited vector artwork and transparent black master. Do not assume that embedding artwork in this guide resolves those gaps; confirm production assets before treating the kit as complete.

Record	Minimum information
Identity asset	Asset ID, exact variant, source/master, color space, format, and approval status.
Template	Purpose, intended dimensions, required fonts, editable source, and current revision.
Rights	Owner or provider, license/permission record, use limits, required credit, and expiry if any.
Content	Owner, source evidence, review status, intended placement, and publication date.
Handoff manifest	Every supplied file, its purpose, version, restrictions, and receiving contact.

Retain the established naming pattern: LSO_[asset]_[variant]_[size]_v[revision].ext. Use lowercase extensions and add a date when it helps distinguish an event or release. An asset's version tracks that asset; publishing V4 of the guide does not automatically increment every logo or template. Avoid final_final, ambiguous initials, and filenames that expose unnecessary personal or confidential information.

File-name model

LSO_Logo_White_1200px_v03.png / LSO_Newsroom_[subject]_2026-10-03_v01.docx. Bracketed text is a placeholder, not part of the released filename.

Separate editable sources, approved masters, destination exports, and archive copies. Keep obsolete work recognizable as superseded so it cannot be mistaken for the active version. Preserve earlier releases when needed for audit, correction, or historical context. Use the organization's approved storage and access arrangements; this guide does not establish retention periods or grant access.

Before handoff, verify that supplied files open, required links resolve, fonts or documented substitutes are available, and dependencies are included where permission allows. State what is ready to publish and what remains a working source. Provide the relevant brief, rights information, captions, evidence references, and exceptions instead of expecting the recipient to reconstruct them from email history.

G.03

Guide maintenance and exceptions

Keep the manual usable as it grows. Each rule needs a stable home, and every material change needs a record that explains what changed and why.

Maintain the alphabetical reference as the first content destination, followed by distinct topic sections. Put the complete rule in its owning topic and use cross-references elsewhere. Expand entries in alphabetical order. Preserve section identifiers within an edition's framework; if an identifier is retired, record its replacement rather than silently assigning the old identifier to a new subject.

Change	Version treatment
Typographical, link, or layout repair	V4.0.1: does not alter the rule's meaning.
New example, entry, or section	V4.1: expands the existing framework without replacing its core system.
Major framework or policy revision	V5: materially changes the structure, identity, or governing approach.
Temporary exception	Record separately with scope and review or expiry trigger; do not silently rewrite the standing rule.

A change record should name the edition, date, affected reference, change type, reason, responsible editor, approval status, and affected assets. Separate additions, clarifications, substantive changes, removals, and corrections. Put the newest record first in the change log and preserve prior editions. Map former references to their new homes when a major reorganization changes the framework.

Allow exceptions for verified legal names, exact quotations, required contractual wording, established titles, technical identifiers, destination requirements, and other justified uses. Document the reason and scope. An exception for one publication or outlet does not create a general permission. Escalate a conflict to the function responsible for the rule and the underlying requirement.

Exception record

Rule: [reference]. Asset/use: [scope]. Reason: [verified requirement]. Alternative: [approved treatment]. Owner/reviewer: [names]. Valid until: [date or trigger]. Follow-up: [template or guide change, if needed].

Review the guide when company positioning, portfolio names, identity assets, channels, or external requirements change. Record unresolved asset gaps and proposed standards rather than presenting them as established operations. Numeric recommendations introduced in V4 are starting house defaults unless identified as inherited rules or external requirements. When a change affects templates, assign the migration and check that active files reflect the new edition.

R.01

Version 4 change log

October 3, 2026. A new reference structure with an expanded operating scope.

Change	What changed in V4
Reorganized	Vocabulary and usage A-Z is the first substantive section. Eight named Topics replace the former chapter arrangement.
Expanded	Every V3 vocabulary entry is retained in the reference, with new entries for portfolio language, design, measurement, and governance.
Updated	Corporate positioning now leads with diversified interests and the work of the group. Brand identity relationships remain factual supporting guidance.
Expanded	Design now covers measurement, logo use, color behavior, typography, grids, imagery, data, templates, and production. Illustrated plates show how rules apply.
Added	Dedicated accessibility, evidence, AI, sponsorship, source-record, and review workflows.
Retained	Public names, canonical colors, font families, logo geometry, clear-space ratio, minimum mark sizes, and core editorial exceptions.
Clarified	New numerical defaults are starting points for LSO work. Platform specifications, printer requirements, rights, and verified source facts still control their specific applications.

V4 is prepared as the next house-style reference at the user's request. Examples teach a rule; they do not announce an event or establish a commercial promise. Record the responsible editor, internal approval, and release date when adopting the guide and its templates.

Edition history: Edition 01, September 2026, described in V3 but not separately supplied; V2, September 24, 2026, described in V3; V3, September 24, 2026, the supplied 80-page baseline; V4, October 3, 2026, this edition. The complete V3 remains the historical record of its own change log.

R.02

Sources and reference boundaries

The supplied guide controls inherited identity rules. External sources support specific technical guidance.

Primary source: LSO Media Group Brand Style Guide 2026 V3, September 24, 2026, 80 pages. V4 uses its text and embedded logo artwork. V2 and the original production assets were not separately supplied. Current project direction supplies the broader portfolio positioning. Brand spellings are not proof of current ownership, registration, licensing, or availability.

Reference	Used for
W3C WCAG 2.2 Contrast Minimum	Text-contrast thresholds and large-text definition. See D and A.
W3C WCAG 2.2 Target Size Minimum	Pointer target requirements and exceptions. See A.03.
W3C WCAG 2.2 Reflow	Narrow viewport behavior and two-dimensional exceptions. See A.03.
W3C Images Tutorial	Purpose-based text alternatives. See A.02.
W3C Captions/Subtitles	Caption content and review. See A.04.
FTC Disclosures 101 for Social Media Influencers	Clear disclosure of material relationships. See E sponsorship guidance.

External references checked October 3, 2026. Open the linked source list on the following page for the current texts. This manual establishes LSO house guidance; it does not claim complete AP, Apple, WCAG, legal, or broadcast-standard conformity. AP and Apple remain organizational influences described by V3; their full texts have not been reproduced or newly audited for this edition.

Color ratios are calculated from the canonical sRGB palette. Print conversions remain approximate until a printer profile and proof are approved. The embedded artwork is adequate for reference illustrations, not a replacement for verified production masters. Licensed brand font files were not supplied; this PDF uses embedded Liberation Sans as its reference face.

R.03

Technical source links

Use the primary source when applying an external requirement.

W3C Contrast Minimum

<https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>

W3C Target Size Minimum

<https://www.w3.org/WAI/WCAG22/Understanding/target-size-minimum.html>

W3C Reflow

<https://www.w3.org/WAI/WCAG22/Understanding/reflow.html>

W3C Images Tutorial

<https://www.w3.org/WAI/tutorials/images/>

W3C Captions and subtitles

<https://www.w3.org/WAI/media/av/captions/>

FTC Disclosures 101

<https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>

When applying these sources, confirm the type of content, jurisdiction, delivery destination, and relevant exceptions. Do not treat a short summary in this manual as the complete external standard. Technical links can change; maintain the source title and the relevant criterion alongside the URL.

Source record

Source title | issuing organization | URL or file | publication or revision date | date checked | relevant section | work affected | person who verified it.

For a public claim, retain the underlying evidence as well as the published wording. For a technical delivery, retain the destination's current specification and the accepted export. For a rights decision, retain the grant of permission and its scope. An internal reference link alone is not a substitute for those records.

R.04

Find a former V3 chapter

Use this map to move an existing reference into the V4 structure.

V3 location	V4 location
1 Using this guide	Opening navigation; Topic G; R.01 and R.04.
2 Company and brand names	Topic B and the A-Z names.
3 Voice and core messaging	Topics B and W.
4 Capitalization and titles	Topic W and related A-Z entries.
5 Grammar numbers and notation	Topic W and related A-Z entries.
6 Inclusive and accessible communication	Topics W and A.
7 Claims news and attribution	Topic E and newsroom guidance in C.
8 Writing by channel	Topic C; spoken and video guidance in M.
9 Vocabulary and usage A-Z	Opening A-Z reference, retaining each original term.
10 Restricted words and replacements	Topic W and corresponding A-Z entries.
11 Visual identity	Topic D.
12 Applications and guide maintenance	Topics D, M, and G; reference pages R.01-R.05.

V4 deliberately changes the framework, so old numeric chapter references should be translated through this map. Within V4, cite the topic letter and section number, such as D.02, or the exact A-Z term. Page numbers are convenient navigation aids; they are not permanent rule identifiers.

For later minor revisions, keep existing IDs. Add a section at the end of its topic or use an explicitly logged extension. If a rule moves, leave a reference at its former location. Do not silently reuse an ID for unrelated guidance.

R.05

Quick release reference

Use this page for a last check after the detailed review.

Area	Check
Name	LSO Media Group in prose. LSO after first reference. LSO MEDIA GROUP for intentional display. NEWS NEXT remains uppercase.
Message	A concrete action or useful fact first. Diversified interests described accurately. No unsupported scale, superlative, legal, or performance claim.
Evidence	Sources, periods, units, names, titles, quotations, commercial conditions, and permissions checked.
Writing	Sentence case by default. Exact titles and quotations preserved. Date and time zone clear. Useful link text.
Logo	Verified artwork; complete silhouette; clear space of at least one-quarter mark height; visible width at least 80 px or 20 mm.
Color and type	Canonical blue #2D70AD. White on blue; black on light blue or white. Brand fonts or disclosed fallback.
Access	Meaning survives images, audio, and color. Captions and descriptions checked. Reading and interaction order tested.
Output	Correct dimensions, crop, file format, version, profile, destination, and working links.
Record	Final approved export, editable source, rights, supporting evidence, and release details retained together.

Four questions

Is it accurate? Is it clearly LSO? Can the intended audience understand and use it? Has the actual final output been checked?

If a review exposes a substantive error, fix the underlying source and every affected export. Record the change. A correct draft does not make an unchecked re-export correct. Follow Topic G for exceptions, handoff, and revision ownership.