



STOP | THINK | CONNECT™

STOP. THINK. CONNECT. Editorial Style Guide

Use of STOP. THINK. CONNECT. in written language.

When using the message in written language, it should always appear in capitol letters and each word should be followed by a period. If STOP. THINK. CONNECT. falls at the beginning or in the middle of a sentence, do not capitalize the first letter of the word following “CONNECT.”

Example – proper use:

The national cybersecurity awareness campaign is STOP. THINK. CONNECT.

Or

STOP. THINK. CONNECT. is the national cybersecurity awareness campaign.

Example – improper use:

Stop. Think. Connect. Is the national cybersecurity awareness campaign.

Or

As STOP. THINK. CONNECT rolls out across the country more people will become part of the campaign.

Tone and feel of the campaign

STOP. THINK. CONNECT. is a positive, action oriented campaign. The research supporting the message clearly showed us that people want to feel empowered and in control.

STOP. THINK. CONNECT. should be used in the context of positive, action oriented messaging.

STOP. THINK. CONNECT. is not to be used in conjunction with any fear-based or negative messaging. It is ok to discuss the problems and facts, but these must be accompanied by positive steps and actions people can take to protect themselves.

Example – proper use:

Use security software to protect yourself against the bad guys. Keeping software up-to-date is one of your best defenses.

Example – improper use:

The Internet is filled with cybercriminals waiting to prey upon your accounts. If you don't use security software you stand to lose everything.

Attribution

If you intend to create a piece of collateral that can be added to the pool of resources available for anyone to use in the campaign, please consider how you will attribute your contribution. The

STOP. THINK. CONNECT. Messaging Convention recommends the following guidelines for attribution:

Brought to you by [Company Name/logo] or Sponsored by [Company Name/Logo]

Attribution should be placed at the beginning and/or end of videos, on the bottom or backside of print collateral (posters, brochures, print ads, etc.) and at the end of PSA announcements.

Inclusion of www.stopthinkconnect.com is also encouraged in the creation of any materials that will be made available to the STOP. THINK. CONNECT. Messaging Convention as a campaign resource for anyone to use.

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