Marketer & Affiliate Guide

Tone

DO:

Upbeat, caring, optimistic

Our main concern is the health and well-being of our customers and their families.

The more optimism we can spread, the more confidence our customers will have in us.

Science-based

Lean into the science.

We provide our customers with technical expertise and well-informed, thought-provoking information.

Cite specific sources for research, ideas that are not our own, and direct quotes.

When in doubt, be brief

We try to use simple, engaging language to talk to consumers.

Trust through authenticity and transparency.

Humorous

Pithy humor is encouraged here and there.

Questioning

Use questions, when possible, to frame the content.

We want to tap into the specific experiences or concerns of our customers.

Is someone in your home suffering from a mysterious ailment?

Conversational

Speak directly to the reader when appropriate, utilizing pronouns like "you," "your," "we," "our," etc.

Ever tried testing your home with an off-the-shelf kit from the hardware store? Odds are you walked away dissatisfied.

DON'T:

Don't sell fear or panic

When it comes to mold and indoor air quality, fear and panic often foster inaction.

We are selling trust and peace of mind—not saving people from the bogeyman.

Avoid hyperbole and unrealistic claims

We are not a one-stop solution to mold and indoor air quality, so please don't claim otherwise. We are a superior first step towards peace of mind and a healthier lifestyle.

We HATE terms and phrases like:
- "mold-free"
- "rid your home of mold"
- "Jane's podcast answers all of your mold and indoor air quality questions."
- "The GOT MOLD? Test Kit guarantees a happy and healthy life!"

Our brand traits set the tone for the company, and they should guide your writing.

Copy Specifics

Company Name

Capitalize the entire company name and always include the question mark when writing copy, headlines, subheads, etc.

This April, GOT MOLD? will begin rolling out a new feature for....

Generally speaking, the only time we don't fully capitalize the company name is for the logo, which is all lowercase.

Use headline capitalization for "Test Kit(s)" and "Refill(s)" when used with the company name.

GOT MOLD? Test Kit; GOT MOLD? Refill

Use headline capitalization when specifically referring to the number of rooms in a test kit or refill, with or without the company name.

2-Room Test Kit; 3-Room Refill; 2-Room GOT MOLD? Test Kit; 3-Room GOT MOLD? Refill

Do not capitalize "test kits" and "refills" and "room" when not associated with the company name and/or the size of the kit/refill. Write them as you normally would.

Our test kits are...

To retest for less, purchase refills from our online...

GOT MOLD? offers state-of-the-art test kits

Hyphenation

Use an en-dash (-) and capitalize the first letter of "Room" to denote the number of rooms in our test kits or refills.

To purchase a 2-Room Test Kit...

Use em-dashes (—) and a space on each side when offsetting emphasized information or where you might use parentheses.

All indoor mold growth — regardless of color, smell or texture — is potentially hazardous to your health.

Use a single em-dash (—) and no spaces when summing up a sentence or emphasizing additional information.

Jason Earle has emerged as an influential voice in the world of indoor air quality—a status bolstered by his creation of the GOT MOLD? Test Kit.

Commas

Use the Oxford comma in most scenarios.

Today at the park we played basketball, ate ice cream, and gazed at the trees.

Numbers/Dates

Except for headlines and when talking about the number of rooms in a test kit or refill, spell out whole numbers one through nine.

Zero, one, seven, 10, 96, 104

Don't use ordinals in dates

January 9, not January 9th

Abbreviations and Special Characters

Use % symbol, not "percent," when dealing with percentages.

50%

Acronyms

Spell out uncommon acronyms the first time and follow it with the acronym in parentheses.

The American Society of Composers, Authors and Publishers (ASCAP)

Images & Design

Image Selection

DO:

Use images that are clean and thoughtful

Use images that are accurate and natural

Use images with simple composition (not overly cluttered)

Use images that appear upbeat and hopeful

Use images that relate to brand colors where possible

DON'T:

Use images that promote fear or doom

Use images that are exaggerated in subject matter

Use images that show heavy mold growth

Use images that are dark or somber

Show distressed or overly negative expressions

Design/Layout

DO:

Use primary brand colors wherever possible

Use the brand font — TT Norms throughout

Use only regular, medium, and bold weights

Follow the design precedents established on **gotmold.com**

Use strategic use of white space to keep things open

Use only approved GOT MOLD? sky images as large hero

Make round corners on images or text boxes

Make the logo either knockout white of blue sky or brand blue

DON'T:

Use the GOT MOLD? accent colors in a dominate way

Use graphics or designs inconsistent with this guide

Over crowd layout as to make difficult to read

Forget brand vision and purpose

Crowd the logo clear other elements or photography

Place the logo on bottom of page / only top

Affiliate Guidelines

Affiliates MAY:

- Share codes and links assigned by GOT MOLD? via email, social media, word-of-mouth, and in print
- Utilize SEO for promotion with relevant, pre-approved keywords
- Use pre-approved hashtags on social media platforms

Affiliates MUST:

- Comply with all applicable laws, regulations, and guidelines
- Include the word "REVIEW" in the title of any affiliate-created webpage, social media page or account
- Make clear that the affiliate is being compensated for a review

Affiliates MAY NOT:

- Include content that is fear mongering, deceptive, misleading, untruthful, unsubstantiated, etc.
- Gather customer email addresses
- Create customer incentives for purchasing GOT MOLD? (i.e., no bonusing)
- Use images or videos that they do not own in-house or are free/legal for public use
- Include imagery implying celebrity endorsement
- Create webpages, social media pages or accounts implying creation or ownership of GOT MOLD?
- Publish or distribute press releases about GOT MOLD?
- Create apps or products for sale or giveaway using GOT MOLD? brand
- Allow brand bidding
- Use the word "spam" or "scam"
- Utilize SMS