

# Chegg

## Style Guide

### Information on Content

DOMAINS:	TRUE Education	TRUE Small teams	TRUE mid-sized teams
	TRUE Organization	TRUE mid-sized teams	FALSE Technology
	TRUE Project management	FALSE Technology	
TEXT TYPE:	FALSE Expository texts	FALSE Narrative texts	
	TRUE Factual texts	TRUE Literary texts	
	TRUE Instructional texts	TRUE Argumentative texts	
SOURCE AUTHOR:	<i>Fill in information about the source author here.</i>		
AUDIENCE:	TRUE Subject Matter Experts (SMEs)	TRUE General public	
Audience demographics:	<i>Our audience includes both women and men in the world. They are students who love reading and need homework helps.</i>		
CONTENT FUNCTION:	TRUE Education	TRUE Technology development	
	TRUE Book	FALSE Video	
	TRUE hire a team member	FALSE News	
	FALSE Menu	FALSE Comparison sheet	
	FALSE Q&A	FALSE product post and guide	
Literal or Transcreation?	TRUE Literal	TRUE Transcreation	
Processes that resulted in the creation of the source content:	<i>Chegg is an educational company that provides homework help, digital and physical textbook rentals, textbooks, online tutoring, and other student services.</i>		
Processes that will result from the creation of the target content:	<i>The target content will be used to published for student to check homework questions and rent textbooks</i>		
Publication type	TRUE For information purposes only	TRUE For public dissemination	

### Stylistic Guidelines

REGISTER:	TRUE Formal	FALSE Informal	
Literal or Transcreation?	TRUE Literal	FALSE Transcreation	
Stylistic Instructions	Please be professional and pay attention that CCJK usually shorter than target languages.		
Other notes on style	<i>Fill any additional notes on style in here.</i>		

### Mechanical Guidelines

PROPER NOUNS:	Handle document, job, and organization titles as follows: <i>Capitalize only the first word in the title.</i>		
ACRONYMS:	As a general rule, please handle acronyms as follows: If no official acronym exists, please use the following conventions: <i>Please translate the acronym into full words and indicate the English acronym in</i>		

ACCENTS & DIACRITICS:	Handle accents and diacritics as follows: <i>Do not use accents and diacritics on CAPITAL letters.</i>
PUNCTUATION:	Please use :'" for Traditional Chinese
ADDRESSES:	As a general rule, please leave addresses and don't translate it.
PHONE NUMBERS:	For phone numbers, please add the international dialing code +1, unless a toll free
DATES:	Format dates as follows: <i>Use slashes.</i> <i>Year   Month   Day</i> <i>Express year in 4 digits</i> <i>Express as a number</i> <i>Express as number</i>
MEASUREMENTS:	Follow these conventions for measurements: <i>Treat measurements as metric (imperial).</i>
CURRENCIES:	Please use CNY for Chinese.

### Other instructions?

Please use Year/Month/Day for Traditional Chinese, and Month/Day/Year for other target languages.