ancestry Health® product style guide

Contents

Last updated: Sept. 15, 2020

This is a living document. The most
recent additions/updates are
highlighted in the color indicated.

How to use

When writing/editing in-product copy, defer to the guidance in this doc. It includes
- a description of our in-product voice
- style guidelines on terms we use and how to refer to certain aspects of the product
- detailed description of the health conditions and wellness reports included in the product,
- approved language currently used in the product
- SO much other cool stuff

This doc is meant to be descriptive, not prescriptive. It's a record of what we already do in the product and decisions that have already been made, not any one person's recommendation of how things should be done. That said…

Any questions/concerns/clarifications/disagreements
with anything in this style guide?
Ask Matt (mberger@ancestry.com)

A note on "approved" copy
Following this guide should make the drafting and approval process easier, but it won't eliminate the need for approvals/reviews. Copy used in the product typically needs to be vetted by the appropriate product, medical, science, and legal stakeholders. Some copy will needs to be vetted by external partners. The relevant PM can outline the specific review process for a given piece of content (see Directory below).

Italicized language in this doc is previously approved copy, taken directly from the product, and can be used verbatim as a starting point for new copy. Just keep in mind: Using this "approved" copy typically doesn't eliminate the need for review since the context of where it appears matters. Starting with it, though, can greatly speed up the review process. In addition to the italicized language in this doc, some other particularly useful sources of previously approved copy include:
- finalized health and wellness reports (ask if you're not sure how "finalized" a doc is)
- educational articles that appear on the customer's Dashboard and that contain approved language on a range of topics — really useful to crib for use elsewhere:
  - What "no DNA differences found" means
  - The benefits of NGS technology

Voice

Our voice follows standard Ancestry brand voice (at right), but with a few tweaks to make it more appropriate for a health product, since the product conveys info that is potentially more sensitive, jarring, or technical than the more education- and entertainment-driven content of other Ancestry products.

Ancestry brand voice

Who we are

We are:	We are not:
Approachable	Forceful, intimidating, or cold
Inquisitive	Aloof or a know-it all
Impassioned	Sarcastic
Genuine	Wordy or jargony
Engaging	Overdone or boastful

AncestryHealth in-product voice

What it is	What it isn't
Clear We respect their knowledge and their expectations for a medical product.	Dumbed-down, oversimplified
Upfront We don't make it sound like the test does more than it does, but without harping on limitations.	Wishy-washy, vague, cold
Accurate We inform but don't risk watering down the message by striving for comprehensiveness.	Comprehensive of every technicality/caveat, off-topic
Reassuring and empathetic Like talking to a good friend who just happens to know a ton about genetics and health. Supportive but not sympathetic, and without value judgements about whether their results are bad/good/surprising.	Sad, judgmental, tells them how they should feel
Actionable We always offer them a useful next step, but we don't say what will/should happen next.	Prescriptive

Voice ...

Messaging principles

Just a little extra guidance that you probably already follow, adapted from this doc.

- Put the customer first in every word.

- Don't mislead them or inadvertently cause harm.

- Maintain clarity and brevity of messaging.
    - Less is generally more. Avoid repetition as much as possible.

- Respect their knowledge and intuition.
    - Make sure every caveat/technicality is absolutely necessary.

- Get into their head and understand their needs and wants.
    - Focus on meeting the customer's expectations for the product.

- Keep in mind the customer's background knowledge/interest/education level.
    - We know they're an adult who is aware they're in a health/medical product, and we can assume they're "reasonably well-informed" about medical issues. (Eg. They likely don't know terms like dissection and microarray. But they likely do know what a mammogram and colonoscopy are, and they know what a gene is even if they can't quite explain exactly how it works.)

Stylebook

Stylebook...

A note on punctuation

Follow standard Ancestry style, below:
(only exception is please do include spaces on either side of an em-dash because without them you can get awkward line breaks)

ABBREVIATIONS
Avoid wherever possible. Don't use abbreviations or acronyms not likely to be recognized immediately. For example, U.S. is familiar; SSDI (Social Security Death Index) is not. *See Ancestry Terms for more info and Dates for acceptable month abbreviations.*

CAPITALIZATION
• Generally, feature and page names are not capitalized, unless they've been branded (**message boards not Message Boards**). *See Ancestry Terms for specifics.*
• When referring to buttons, bold and initial cap (**you tap Edit**).
• When referring to links in copy, bold and initial cap (**Click View your results**).

CONTRACTIONS
Use contractions like we're, you're, and it's wherever possible as they add a human, conversational touch.

RELATIONSHIPS
• Always include hyphens with great relationships (**great-grandfather**).
• Use ordinals to express relationships generations back (**7th great-grandfather not 7x great-grandfather**).

INTERNATIONALIZATION
• Make sure copy is globally applicable. Avoid using "the nation" or "we" when referencing the United States.
• When writing about a city, use the state and country as needed unless it's internationally known (**Paris, London, Boston, New York, Chicago, San Francisco**).

PREPOSITIONAL PHRASES
Use commas only for prepositional phrases of more than five words.
For example: Within a year U.S. President Roosevelt...
BUT Within a year of signing the amendment, U.S. President Roosevelt...
However, if the phrase is a parenthetical, use a comma. **For example: In general, U.S. President Roosevelt...**

NUMBERS
• Spell out numbers one through nine. Numerals for 10 and above.
• Spell out a number that's the first word of a sentence, or recast the sentence.
• Use numerals when referring to money (**3 cents, 3 million dollars**).
• Spell out the word percent, but use the symbol (**%**) for AncestryHealth and AncestryDNA.
• Ordinals are acceptable for relationships (**7th great-grandfather**) but not for dates (**October 7 not October 7th**).
• When writing about numbers or numeric amounts, use **"more than" instead of "over"** whenever possible depending on the structure of the sentence and space constraints.

DATES
• Genealogical format (**1 January 2015**) used globally within the product for trees and records. Never add a zero (not 01 January 0999).
• Standard format (**January 15, 2015**), for other cases, except international, which uses genealogical

PUNCTUATION
Ampersand—Avoid. Ampersand acceptable in drop-down menus.
Comma—Use serial comma.
En dash (mac keystroke: option + hyphen)—No spaces, used for ranges.
Em dash (mac keystroke: shift + option + hyphen)—No spaces on either side.
Exclamation points—Avoid and never use in headings. Reserved for special cases, like a customer's very first hint (You have a hint!).
Hyphens—Don't use hyphens for ethnicities, even when used as an adjective (German American traditions), except in war names (Spanish-American War).
Periods—Initials take spaces after each period (J. R. R. Tolkien not J.R.R. Tolkien).
Quotation marks—Always use smart quotes ("this" "not this").
Spaces—Only a single space after a period.
Ellipses—Three-letter character (…), no spaces between, before, or after. Use sparingly and never in headings. Mostly reserved for animation indicating product action taking place (Searching…).

• The following abbreviations for months are acceptable:
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
• No apostrophe with decades or centuries (**1950s, 1900s**).
• Numerals for centuries (**5th century**).

TIME
Use full hour and minute, including time localization (**4:00 p.m. ET**). Include periods, no spaces for a.m. or p.m.

RANGES
• Use the word "to" when range is in a sentence (**from 1918 to 1919, available Monday to Friday**).
• All other cases use en dashes, not hyphen (**1918–1919, 4:00–5:00 p.m. ET, Monday–Friday**).
• Use both numbers in date ranges (**1918–1919 not 1918–19**).

HEADINGS
• Standard page headings should generally use title case, meaning the first letter of each word is capitalized, except for articles, conjunctions, and prepositions under five letters. For example, Support Center or How to Use Ancestry or Order Information.
• Landing pages and other more marketing-related pieces often carry a heading that's a full sentence, in which case sentence case should be employed along with the appropriate punctuation. For example, Take charge of your future with AncestryHealth.
• If your headings are incomplete sentences, use title case. If you have several headings in sequence it's most important to make them parallel (**all title case or all sentence case with punctuation**).

Stylebook...

Glossary

activate
See **kit**.

[image redacted]

[image redacted]

BRCA1 and BRCA2
See **hereditary breast and ovarian cancer syndrome**.

breast cancer risk panel
See **panel**.

cardiomyopathy
Always written out. A type of heart disease. See **Health condition details** for more details.

classical Ehlers-Danlos syndrome
Note the capitalization and the "-al." **Classical EDS** on second reference. One of the five connective tissue disorders released in v2, along with the similarly named **vascular Ehlers-Danlos syndrome.** See **Health condition details** for more details.

colon cancer risk panel
See **panel**.

conditions
AncestryHealth looks for DNA differences linked to selected health conditions. We generally use "conditions" to refer to the genetic conditions linked to the DNA differences this test looks for — Lynch syndrome, Marfan syndrome, etc. — and "health issues" to refer to the conditions/problems those genetic conditions can cause — colon cancer, aneurysms, etc. (Though this guidance likely needs to be reevaluated at some point.) See **Health condition details** for full details of the conditions included in this test and the health issues those conditions can cause.

Stylebook...

connective tissue disorders
Internally, often referred to as "CTDs" but always written out in the product. A group of conditions linked to various health issues, including problems with blood vessels. See **Health condition details** for more details.

connective tissue disorder panel
See **panel**.

CTDs
Internal abbreviation for **connective tissue disorders**. Write it out in the product.

customer reports
Another name for the Health reports. See **Health reports**.

cystic fibrosis
CF on second reference. One of the Carrier Status conditions. See **Health condition details** for more details.

disease
Avoid this term when referencing a condition included in the test and use "condition" instead, per Legal guidance. For instance, use "Carriers of CF generally don't show signs of the condition." Fine to use when referring to **Tay-Sachs disease** and general conditions that aren't specifically part of this test, like heart disease.

DNA difference
AKA DNA variant or mutation. (Conversations to use a different term are ongoing but not likely to be changed anytime soon.)

doctor
See **healthcare provider**

demographic.)

contacted to resubmit a saliva sample.

familial hypercholesterolemia
FH on second reference. Can lead to very high cholesterol. See **Health condition details** for more details.

Stylebook...

Family health history tool
Keep the name of this feature lower case since it isn't a registered product name. (Same rule as "ethnicity estimate" or "DNA kit.") Often referred to as "FHH" internally but never in the product. The family health history tool is included with the purchase of AncestryHealth. It gives customers a place to record their relatives' medical history, which they can then

they receive.

FH
See **familial hypercholesterolemia**.

FHH
Internal abbreviation for **family health history**. Can refer to the family health history tool or a customer's family health history, which is used to map which report they get. Also see **family health history tool** and **reports**.

familial thoracic aortic aneurysm and dissection
FTAAD on second reference. Internally sometimes pronounced "EF-tad" but not in the real world. One of the five connective tissue disorders released in v2. See **Health condition details** for more details.

FTAAD
See **familial thoracic aortic aneurysm and dissection**.

GC
See **genetic counselors**.

genetic counselors
Genetic counselors are healthcare professionals with specialized expertise in genetics and inherited health conditions.

first stop when trying to answer a medical-related question.

HBOC syndrome
See **hereditary breast and ovarian cancer syndrome**.

health care/healthcare
One word as an adjective; two as a noun.

healthcare provider
Always "healthcare provider," never "doctor" or "primary care physician" unless, for instance, we are writing specifically about different types of healthcare providers. And always "a healthcare provider" not "your healthcare provider" since many people don't have a primary provider.

Health condition details

Included in this section:

- Condition list with language around what these conditions are what the test looks for
- Language around why these conditions were selected
- Details on the limitations of this test

Health condition details ...

For further details and language beyond what's included in this section about a particular, see that condition's <u>positive report</u> or ask a genetic counselor on staff. There is also approved language around some of the conditions in the <u>marketing claims bank</u>.

List of conditions

AncestryHealth looks for DNA differences linked to selected health conditions, divided into several categories:

- Cancer Risk
- Heart and Blood Health
- Connective Tissue Disorders
- Carrier Status

Pay close attention to the italicized ("approved") language in these sections. It may look weird and arbitrary; it's not.

Cancer risk

Cancer risk

- **hereditary breast and ovarian cancer syndrome (v1; breast)**
  - *HBOC syndrome leads to a higher chance of developing breast cancer and several other cancers. It is the most common inherited cause of breast cancer and ovarian cancer.*
  - **HBOC syndrome** on second reference; often referred to as "HBOC" internally but not in the product.
  - Generally synonymous with the genes it's linked to, **BRCA1** and **BRCA2**, though we generally refer to it as HBOC syndrome in the product with a mention of the genes somewhere prominent in the copy.
  - We say men with HBOC syndrome are at a higher risk of "**male breast cancer**" and emphasize the risk to their female relatives, and if a DNA difference was found in their *BRCA2* gene emphasize the increased prostate cancer risk.
  - *Knowing about increased cancer risk can help you and your relatives stay ahead of it. One in eight women develop breast cancer, but that risk rises to about seven in 10 for women for with HBOC syndrome.* (from pre-results Reports Overview)

Heart and blood health

Includes

- **cardiomyopathy**
  (v1) can cause serious heart problems. *It is a heart disease that damages the heart muscle and can lead to a range of heart problems, such as an irregular heartbeat and heart failure.* Cardiomyopathy on all references. Note that unlike the other conditions, for this one the customer doesn't necessarily have the condition named in the title of the report/result. They just have a higher chance of developing that condition, just like someone with Lynch syndrome would have a higher chance of developing colon cancer (cardiomyopathy would be equivalent to colon cancer in this example). Always written out; no abbreviation, though you may see "CM" used internally.
  - *You'll learn your risk for the most common genetic heart disease in the U.S., affecting over 1 million people. It often goes undiagnosed.* (copy approved for use in pre-results Reports Overview 8/5/20)

- **familial hypercholesterolemia**
  (v1) *can lead to very high cholesterol and a higher chance of developing heart problems. For people with FH, diet and lifestyle changes are typically not enough to lower cholesterol levels.* **FH** on second reference.
  - *Know if you have an inherited risk of seriously high cholesterol that often can't be managed through diet and exercise alone.* (copy approved for use in pre-results Reports Overview 8/5/20)

Wellness details

Included in this section:
- language around discussing each of these tests/reports
- background on what the test looks for to produce each report
- possible results for each report

Wellness details ...

In addition to DNA differences linked to various the Health conditions, the AncestryHealth test looks for DNA differences related to several factors that can affect your overall wellness, similar to Traits in the AncestryDNA product.

Unlike the found/not found results in Health, these results vary — higher, lower, typical, average ability, less likely, etc.

Grouped into three categories as of fall 2020:
- Vitamins & Nutrients
- Exercise & Fitness
- Food & Drink

Categorization subject to change as new reports are added.

Vitamins & nutrients

Find out whether your DNA may be linked to having slightly lower or higher levels of...

- **beta-carotene**
  which is turned into vitamin A in your body and is important for your vision (v1)

- **vitamin B12**
  needed to help make DNA for every cell in your body. It also helps nerve cells work correctly and helps make red blood cells (v1)

- **vitamin C**
  helpful for your immune system and building the connective tissue that helps hold your body together (v1)

- **vitamin D**
  Sometimes called the "sunshine vitamin," vitamin D is critical for your bones. (v1)

- **vitamin E**
  an antioxidant that helps protect cells from damage and can help protect against certain diseases, such as the common cold (v1)
    - This test looks for variants that affect genes that can help you get vitamin E from food or help transport it around the body.
      Possible results: *tend to have typical levels of vitamin E / linked to slightly lower than typical levels*

- **omega-3**
  Omega-3 fatty acids are important for your brain, for your eyes, and for controlling inflammation. (v1)
    - This test looks for variants that can affect the functioning of two genes that help the liver process omega-3s.
      Possible results: *tend to have typical levels of omega-3 fatty acids / linked to slightly lower than typical levels*

Food & drink
THis test look for DNA differences related to…

- **lactose intolerance**
  causes some people to have stomach pain and digestive issues when they eat or drink dairy products.
  Learn if you could be lactose intolerant, so you can get your digestive system on the right track. (v1)
    - This test looks for a variant that keeps the *LCT* gene "on" as you get older. This gene helps you digest lactose and, typically, it turns "off" as people get older. So intolerance is the "default" state. But we only

      Possible results: *more likely to be lactose intolerant / probably are not lactose intolerant.*

- **caffeine consumption**
  People who break down caffeine more quickly tend to consume more caffeine. Genetics is one of the factors that can affect how quickly your body breaks down caffeine.
  Is there a genetic component to why you seem to drink so much (or so little) coffee? (v1)
    - This test looks for variants that are associated with a tendency to consume more caffeine. (Including

      Possible results: *tend to consume more caffeine than average / tend to consume an average amount*

- **alcohol flush**
  a reaction in which the skin of the face and upper body reddens, similar to blushing.

      an alcohol flush reaction