



# Proofing Guide

Nestlé Coffee mate

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## GENERAL PROOFING NOTES:

- Avoid using the Oxford/serial comma
- Web address formatting = NestleProfessional.com
- Use R-balls only for first mention of registered words in copy

## NAMING CONVENTIONS QUICK REFERENCE:

Coffee mate® + flavor name in initial caps (if needed) + product descriptor in lowercase:

Coffee mate® flavored liquid creamer

Coffee mate® Cinnamon Vanilla Crème liquid creamer singles

Coffee mate® French Vanilla liquid creamer

Coffee mate® Salted Caramel Chocolate flavored liquid creamer

Coffee mate® Vanilla Almond Milk liquid creamer

## REFERENCE GLOSSARY:

### A

almond milk (2 words, only capitalized when part of a flavor name)

### B

### C

Carnation® Half & Half

Cinnamon Vanilla Crème

Coffee mate® (Uppercase C, lowercase m. Use R-ball for first mention only.)

### D

### E

### F

### G



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H

I

Irish Crème

J

K

L

M

N

Nestlé Professional

O

oat milk (2 words, only capitalized when part of a flavor name)

P

Q

R

S

Snickers®

T

U

V

W



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X

Y

Z

#

XXoz (no periods or spaces)

XXct (no periods or spaces)

2L (no periods or spaces)