Writing &
Copy Guide

Capitalization

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You'll see firsthan
and spend less ti
was lagging co

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Updates Tag

Boring agents on purpose

Punctuation

Our approach: treat LLMs like toddlers. Emphasis

d how Monk helps finance teams get paid faster, reduce overdue AR,
ne chasing invoices. "We were frustrated with invoicing. Cash on hand
ntracts signed. **My team can now focus on running the business."** Emphasis

You pay weekly ◆ Clients pay in 90 ◆ Monk closes the gap Bullets

Tags

Primary tags

Standart S Regular

News New update Meet Anything

Secondary tags

PP Neue Montreal Regular

4 / 10

The hidden cash problem

Bullets

◆

Bullets

PP Neue Montreal TT

- You pay weekly
- Clients pay in 90
- Monk closes the gap

◆ You pay weekly ◆ Clients pay in 90 ◆ Monk closes the gap

Capitalization: Sentence Case

For all texts, it is recommended to use sentence case - this makes communication calmer, more modern, and more natural.
Only the first word of the sentence, as well as proper nouns, product names, and acronyms should be capitalized.
Avoid Title Case and unnecessary use of capital letters.

3 Questions to Ask Befo You Buy AI Finance Software in 2026

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Punctuation

In headings, subheadings, tags, and short standalone phrases, a per
and complete sentences, standard punctuation is used.

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riod is not placed at the end. In the main text

tions to ask before buy AI finance tware in 2026.

Line Breaks

Line breaks in headings should preserve meaningful and grammatical groups.
Do not separate related words and fixed expressions. Articles, prepositions, conjunctions, and other short function words should not be left at the end of a line, move them to the next line along with the word they relate to.
Avoid having lonely short words on a separate line.

3 questions to
ask before you buy AI
finance
software in 2026

Text Emphasis

In headings and subheadings, the key phrase can be highlighted with a solid color block.
For emphasis in the body text, use bold. The highlighting should help quickly identify the mai
so avoid using multiple strong accents at the same time and do not highlight too large a por

The example below is on the verge of acceptable use: it simultaneously employs a large col
highlighting in the subheading, and bold in the main text, which causes the composition to a

DON’T USE CAPS. EVER.

Boring agen

Our approach:

You'll see firsthand how Monk helps fi
and spend less time chasing invoices.
was lagging contracts signed. **My t**

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Using Monk In Copy

① What’s new with monk ?

Logo in headlines

The logo can replace the word Monk only in large, impactful headlines.
Do not use this technique in subheadings, lengthy texts, or interfaces. The size of the logo should visually correspond to the height of the letters and should not disrupt the line spacing. The logo should feel like a part of the typography, not a separate illustration or sticker.
The embedded logo is an accent branding technique, not a standard way of writing the name.
Do not use it in every headline or multiple times in one layout. It is better to embed the logo where Monk stands alone as a word, rather than as part of a complex structure.
For example, "What’s new with [Monk]?" works better than situations where the logo is surrounded by too many characters or is placed within a dense line.

...

Do not
That is,
new...

② Monk brings AI-powered AR automation to automate 2026, surpasses $1B in receivables under management

Monk in copy

When mentioned in text, the name is always written as Monk, with a capital M. Do not use monk, MONK or other variations of case, except in instances where it is directly the logo.

~~monk‘s new~~

attach 's directly to the logo.
write Monk’s text instead of Meet [logo]’s

Using Monk In Copy

What’s new with

Built for teams li

Natural integration

Integrate the logo only where it reads naturally as part of the
What’s new with [Monk]?
Built for teams like yours. Powered by [Monk].

monk ?

ke yours. Powered by monk

sentence: