C.H. ROBINSON WRITING STYLE GUIDE

We based these guidelines on the rules in Chicago Manual of Style, 17th edition, with special adaptations and guidelines specific to our business. For each item, the guidelines are listed, followed by the associated sections in the Chicago Manual of Style.

C.H. Robinson-specific guidelines are listed as “Ours.” The table of contents is linked to each designated section, so you can jump directly to the section you’re looking for. Or, you can utilize the search function in Adobe to locate keyword(s) throughout this Writing Style Guide. For specific questions you have that are not included in this guide, please contact the Marketing department for assistance.

Our general style guidelines for most materials:

- Consider the audience.
- Keep it conversational.
- Avoid excessive use of industry jargon.
- Use active voice vs. passive voice.
- Use short and varied sentence structure.
- Avoid excessive use of adjectives and adverbs.
- Reference the branding guidelines on the Brand Guidelines site.
### VOICE AND TONE

Across all our materials, we want to tell a cohesive, engaging story about C.H. Robinson. In order to do that, we need to tell a story that is relatable, customer-centric, relevant, and thematic.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Personality</th>
<th>Tone (how it comes across)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledgeable</td>
<td>• Has deep knowledge in transportation and logistics</td>
<td>Intelligent, yet understanding</td>
</tr>
<tr>
<td></td>
<td>• Demonstrates objective expertise (white papers &amp; higher ed relationships)</td>
<td>Innovative, offering best practices and new ideas</td>
</tr>
<tr>
<td>Relationship-oriented</td>
<td>• Shares analysis &amp; data to help improve a customer’s business</td>
<td>Able to tackle tough problems with you</td>
</tr>
<tr>
<td></td>
<td>• Builds long-term relationships</td>
<td>Encourages discussion to get things right</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Challenges you to do your best</td>
</tr>
<tr>
<td>Responsive</td>
<td>• Gives high level customer service</td>
<td>Problem solves</td>
</tr>
<tr>
<td></td>
<td>• Always available</td>
<td>Never says no</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accelerates the customer’s advantage to work with us</td>
</tr>
<tr>
<td>Global</td>
<td>• Can help you integrate a worldwide supply chain</td>
<td>Connected to a world of logistics experts</td>
</tr>
</tbody>
</table>
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CHANNEL-SPECIFIC GUIDELINES

Web
For rules and exceptions as they apply to our web presence, refer to the C.H. Robinson web toolkit.

Social media
For rules and exceptions as they apply to social media, refer to our social media style guide.

PUNCTUATION & SYMBOLS

Apostrophes
Do not add an apostrophe unless the word shows ownership. Add an apostrophe after the “s” in possessive plurals.
Do not add an apostrophe for the possessive “its.”
5.50 Possessive pronouns versus contractions
6.116 Use of the apostrophe
7.20 Possessive of nouns in plural form, singular in meaning
7.15 Plurals of letters

Ampersands
Ours Use ampersands in headers, subheads, and graphics when space is limited.
Ours Avoid use in formal documents (e.g., RFPs, white papers, case studies), body copy, and URLs.

Colons
Colons are most commonly used at the end of a complete sentence to introduce a list.
Do not use a colon to set off a list of single words or simple phrases, after forms of the verb “to be.”
Place one space after a colon that combines two sentences; capitalize the first word after a colon that combines two sentences.
6.61 Use of the colon
6.129 Run-in lists
6.130 Vertical lists—punctuation and format
Commas
Use commas to separate simple list elements. Include a comma before the conjunction (i.e., Oxford comma) in North America and India. Do not place a comma before or after an ampersand in a series. Include the comma in numbers over three digits. Use commas to set off elements in addresses and names of geographical places or political divisions. Use commas before and after the year when the month, day, and year are included in running text. Use commas before and after words like “Inc.” and “Ltd.” Do not use a comma if only the month and year are included. Do not use commas after question marks when supplying credit for a quotation. Do not use commas before the words “too” or “either.”

5.250 Good usage versus common usage (i.e. and e.g.)
6.19 Serial commas
6.125 Commas with question marks or exclamation points
6.21 Omitting serial commas before ampersands
6.38 Commas with dates
6.39 Commas with addresses
6.52 Commas with “too” and “either”
9.54 Comma between digits

Contractions
Contractions are acceptable in sales materials if the goal is to remain conversational with the target audience. Ours Contractions should be used sparingly in formal documents, such as RFPs and white papers and avoided entirely in translated materials.
5.105 Contractions
Dashes
There are three common dashes:
Hyphens (-) are the shortest dash and are used to form compound words.
En dashes (–) are slightly longer than hyphens and shorter than em dashes, they represent a span or range of numbers, dates, or time.
Em dashes (—) are the longest dash. Use the em dash in place of parenthesis, colons, or commas—especially when an abrupt break in thought is called for. Limit to one set per paragraph.
Ours There are no spaces before or after an em dash.
6.78 En dash as “to”
6.85 Em dashes instead of commas, parenthenses, or colons

Hyphens
Beyond industry-specific terms (see list), defer to Chicago Manual’s guide on hyphenation.
Hyphenate compound adjectives before a noun, but not after
Words formed with prefixes get no hyphens
7.81 To hyphenate or not to hyphenate
7.89 Hyphenation guide
- Hyphenate before a noun, but not after; e.g., “Our real-time, door-to-door, best-in-class, high-value, same-day services/Our services are real time, door to door, best in class, high value, and same day”

Parentheses
Place a period outside a closing parenthesis if the material inside is not a sentence.
Place the period inside the closing parenthesis if the material inside is a complete sentence.
6.98 Parentheses with other punctuation

Quotation marks
Enclose titles of articles, poems, short stories, songs, webinars, and lectures in quotation marks.
Periods and commas go inside the closing quotation mark.
Use single quotation marks for quotes within quotes.
6.9 Periods and commas in relation to closing quotation marks
8.2 Italics versus quotation marks for titles and other terms
13.30 Quotations and “quotes within quotes”
See the chart in the Italics section, under Formatting, for treatment guidelines for specific titles.
Scientific notations (degree, percent)

Spell out “degree” in formal writing (e.g., white papers, case studies). Use the degree symbol (°) in graphics and informal documents (e.g., blogs, emails, web pages). Always use a numeral when referring to a degree. (e.g., “There was a 5 degree difference in temperatures.”) Always capitalize and spell out both “Celsius” and “Fahrenheit.” Spell out “percent” in the body content of formal writing (e.g., white papers), but the symbol is acceptable for informal documents (e.g., blogs and graphics).

10.49 Miscellaneous technical abbreviations

Semicolons

Use semicolons to separate items in a series when the items use internal commas. Place the final semicolon before the conjunction in the series.

6.60 Semicolons in a complex series

Spacing

Periods and colons should be followed by one space, not two.

2.9 Space between sentences or after colons
FORMATTING

Capitalization

In titles (i.e., web page, blogs, white papers, case studies) always capitalize the first and last words and all other major words. Lowercase the articles “the,” “a,” and “an.” Lowercase prepositions (e.g., about, before, by, for, in, than, etc.), regardless of length, except when they are stressed. Lowercase the conjunctions “and,” “but,” “for,” “or,” and “nor.” For subsequent headings, capitalize only the first word and all proper nouns. All other words should be lowercase.

Capitalize My Title is a handy online tool.

8.158 Principles of headline style—capitalization
8.80 Formal names of acts, treaties, and so forth
9.24 Abbreviations and symbols
9.25 Large monetary amounts
10.49 Miscellaneous technical abbreviations

<table>
<thead>
<tr>
<th>General Rule</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Departments</strong></td>
<td>Always capitalize the department’s name, followed by “department,” which is lowercase.</td>
</tr>
<tr>
<td></td>
<td>• The Air department provides domestic and global air expertise.</td>
</tr>
<tr>
<td></td>
<td>• Achieve successful outcomes with C.H. Robinson’s Project Logistics department.</td>
</tr>
<tr>
<td></td>
<td>• The Human Resources department has tools to help both new hires and employees transitioning into new roles.</td>
</tr>
<tr>
<td><strong>Divisions and Companies</strong></td>
<td>Only TMC and Robinson Fresh® are divisions. For Freightquote use “Freightquote by C.H. Robinson.” Do not capitalize “division.”</td>
</tr>
<tr>
<td></td>
<td>• TMC is a division of C.H. Robinson, one of the world’s largest third party logistics (3PL) providers.</td>
</tr>
<tr>
<td></td>
<td>• Robinson Fresh®, a division of C.H. Robinson, offers an abundance of fresh solutions.</td>
</tr>
<tr>
<td></td>
<td>• Freightquote® by C.H. Robinson, is the largest online freight shipping provider in the United States.</td>
</tr>
<tr>
<td><strong>Services and Service Lines</strong></td>
<td>Always lowercase. Exception: Managed Procurement Services</td>
</tr>
<tr>
<td></td>
<td>• Stay on schedule with exceptional same day air forwarding services for your time-sensitive freight.</td>
</tr>
<tr>
<td></td>
<td>• With our project logistics service, you will get a customized plan.</td>
</tr>
<tr>
<td><strong>Teams, Groups, Experts, and People</strong></td>
<td>Always lowercase.</td>
</tr>
<tr>
<td></td>
<td>• The air group at C.H. Robinson helps strengthen your supply chain with consistent, efficient processes.</td>
</tr>
<tr>
<td></td>
<td>• Our project logistics experts can help you minimize costs, risks, and delays.</td>
</tr>
<tr>
<td></td>
<td>• As your volumes grow, our global forwarding team helps with compliance.</td>
</tr>
<tr>
<td><strong>Job Titles</strong></td>
<td>Titles following names are lowercase. Titles before names are capitalized. Follow rules above for capitalization of departments, divisions, and service lines.</td>
</tr>
<tr>
<td></td>
<td>• John Doe, director of domestic air, C.H. Robinson, wrote about fuel surcharges.</td>
</tr>
<tr>
<td></td>
<td>• Jane Doe, director of the Human Resources department at C.H. Robinson, saw the event.</td>
</tr>
<tr>
<td></td>
<td>• John Doe, vice president, transportation, will speak at the event this weekend.</td>
</tr>
<tr>
<td></td>
<td>• John Doe, manager of supply chain solutions, Widget Company, will be at the meeting tomorrow.</td>
</tr>
<tr>
<td></td>
<td>• Director of Global Forwarding Jane Doe is featured on the latest Talking Logistics episode.</td>
</tr>
<tr>
<td></td>
<td>• Vice President, Europe John Doe is excited to be part of the roundtable discussion at the TPM Annual Conference.</td>
</tr>
<tr>
<td></td>
<td>• Our licensed customs brokers can handle any transactions.</td>
</tr>
</tbody>
</table>
Currency

**Ours** In contexts where the symbol $ may refer to non-U.S. currencies, place the correct currency acronym in parentheses after the amount.

Example: The TWIC registration fee is $130 (USD) for all transportation workers.

When used in a sentence, “euro” should be spelled out and lowercase, unless it at the beginning of a sentence.

Example: The exchange rate between the euro and the U.S. dollar is at an all-time high. Specify types of dollars on all international documents by using the following currency acronyms:

- AUD  Australia Dollar
- CAD  Canada Dollar
- CNY  China Yuan Renminbi
- EUR  Euro Member Countries
- GBP  United Kingdom Pound
- INR  India Rupee
- MXN  Mexico Peso
- NOK  Norway Krone
- NZD  New Zealand Dollar
- PLN  Poland Zloty
- USD  United States Dollar

For more, see the *International Organization for Standardization's (ISO) list.*

**9.21** Non-U.S. currencies using the dollar symbol

**9.23** Other currencies

Dates

Always use numerals without st, nd, rd, or th. Set off month and day from year with a comma. Dates without years are not set off with a comma.

Do not use a comma for just the month and year; do not include “of” between the month and the year. When referring to a decade, do not use an apostrophe.

When writing a span of dates, do not combine a preposition with a hyphen. For formal uses, do not abbreviate months.

**6.38** Commas with dates

**6.78** En dash as “to”

**9.31** Month and day

**9.32** Centuries

**9.33** Decades
Directions and regions

Use lowercase for “north,” “south,” “southeast,” etc. when they indicate compass directions. Capitalize when they designate regions or are abbreviated. Capitalize regions of a state or country (e.g., Southern Minnesota, Northern Ireland).

8.47   Regions of the world and national regions
8.48   Popular place-names or epithets
10.35  Abbreviations for compass points

End notes

All citations in a white paper use end notes rather than foot notes. The end notes section should be two columns and start with “END NOTES.” If there are more than 10 citations in a piece, they should be sorted into the appropriate section based on the table of contents, yet should have consecutive numbering from beginning to end rather than separate lists.

14.43  Footnotes and end notes—an overview

Product names and company titles

ChemSolutions®

Ours  Use a capital “C” and “S” in ChemSolutions®
Ours  ChemSolutions® is a registered trademark of C.H. Robinson.

Navisphere® Carrier

Ours  Use a capital “C” in Carrier.
Ours  Navisphere® is a registered trademark of C.H. Robinson.

Navisphere® Driver

Ours  Use a capital “D” in Driver.
Ours  Navisphere® is a registered trademark of C.H. Robinson.

Navisphere® Vision

Ours  Use a capital “V” in Vision.
Ours  Navisphere® is a registered trademark of C.H. Robinson.

Corporate name usage

Ours  In external documents, the company name should always be C.H. Robinson.
**Ours** In legal documents, abbreviations should be placed in parentheses and quotations.

   Example: C.H. Robinson Worldwide, Inc. (“C.H. Robinson”) is one of the largest 3PLs in the world.

**Ours** Do not refer to C.H. Robinson as “CH” or “CHR” in any external documents.

**Ours** Always use periods between “C” and “H” but do not put a space between the period after the letters.

**Ours** Do not separate C.H. Robinson or Robinson Fresh® over a line break. It should always appear on the same line.

**Ours** In video or radio scripts, speak the entire company name (“C.H. Robinson”).

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**Executive names and titles**

**Ours** When writing a complete list of executives, John Wiehoff should always be listed first, followed by the executives in alphabetical order by last name. See the most recent Annual Report for an example.

**Job titles**

In running text, capitalize job titles only before a person’s name, not after the name, and not in isolation of the name.

Example: Chief Commercial Officer Chris O’Brien gave the closing speech.

Example: At the annual event, Chris O’Brien, chief commercial officer, gave the closing speech.

Job titles should be capitalized only in lists, directories, stationary, event programs, etc. They are also acceptable in job postings, job descriptions, and any legal documents as necessary.

For titles with a specific division, department, or service line, the division, department, or service line should follow the title and be set off by commas.

Treat titles consistently throughout an entire document.

Hyphenate titles following “co.”

Do not hyphenate titles following “vice.”

**Ours** Keep abbreviations (e.g., CEO, CIO, and CFO) in capital letters.

**Ours** Do not shorten vice president to “VP.”

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8.19 Titles and offices—the general rule

8.20 Exceptions to the general rule

8.27 Corporate and organizational titles
MIT’s Center for Transportation & Logistics

In the first mention, present the name as MIT’s Center for Transportation & Logistics (use the MIT abbreviation in the singular possessive form, capitalize letters as shown, and use an ampersand).
Subsequent use of the term in the same document should appear as MIT CTL.

Office names

Ours Acceptable format for external reference: Los Angeles North office (no hyphen)

Other incorporated name usage

C.H. Robinson Company (use for produce/sourcing business until external rollout of new name is complete)
C.H. Robinson Worldwide (use for cross-border business)
C.H. Robinson Europe (use for any and all Europe-related business)
C.H. Robinson International, Inc. (use for Global Forwarding business)
### Italics

**8.163** Italics versus quotation marks for titles

<table>
<thead>
<tr>
<th>Title of a...</th>
<th>Italicize</th>
<th>Enclose in Quotation Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Named blog</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Magazine, newsletter, periodical</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Record album</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Movie</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Play</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Work of art</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Opera</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ship, spacecraft, or other named vessel</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Unfamiliar foreign words</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Do not italicize familiar foreign words like résumé, café, or rendezvous)</td>
<td></td>
</tr>
<tr>
<td>White paper or case study</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(In running text only)</td>
<td></td>
</tr>
<tr>
<td>Article, press release, or blog post</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Poem</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Short story</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Song</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Webinar or podcast</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Lecture</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

### Lists

If the list is in running text, do not use a colon before starting the list. For exceptions, see **6.129**, Run-in lists.

**5.242** Parallel structure generally

**5.243** Prepositions and parallel structure

**5.244** Paired joining terms and parallel structure
Load dimensions

When writing load dimensions, use the following format:

**SI:** The load shipped from Mexico to Dallas was 13’ x 4’ x 20’ (L x W x H).

**Metric:** The load shipped from Mexico to Dallas was 7.8 L x 2.3 W x 8.6 H meters

The proper symbols for foot and inch are prime (’) and double prime (”), not single and double quotation marks.

**10.66** U.S. abbreviations for length, area, and volume

**12.3** Standards for mathematical copy

Numbers

In body content, spell out the numbers between one and nine. Exceptions may be made for web copy and headlines. Use numerals for numbers over nine, any number with a decimal point, and page numbers.

Do not start a sentence with a digit.

Outside running text (i.e., presentations, social media) for large numerals use K, M, B (thousand, million, billion, etc.)

For percentages and dimensions, use numerals, even 1-9.

When comparing numbers or using a range of numbers, use digits for both.

For fractions, spell out in formal writing. Exceptions include graphics and CHRonicle articles.

Other than for dates, you can combine numerals with ordinals (st, nd, rd, etc.) but do not superscript the ending. Spell out if it is the first word of a sentence or referring to a date.

**9.3** An alternative rule—zero through nine

**9.5** Number beginning a sentence

**9.6** Ordinals

**9.14** Simple fractions

**9.18** Percentages

**9.24** Large monetary amounts

**9.31** Month and day

Seasons

Do not capitalize “winter,” “spring,” “summer,” or “fall,” unless part of a formal name.

**8.88** Days of the week, months, and seasons
Telephone numbers

Use dashes as the preferred format. If you change the telephone number format, make sure to use the same format consistently throughout the document.

Ours  Do not place a one in front of a domestic toll free number.

6.77  Hyphens as separators

Extensions

Use a small x, followed by the extension number with no spaces.

Example:  800-224-3986 x3445

Numbers outside the U.S.

Use the following format:

Example:  011 (country code) (city code, if applicable) (phone number)

Time

Use periods for “a.m.” and “p.m.,” but do not capitalize.
Use the words “noon” and “midnight” without the figure 12.

9.37  Numerals versus words for time of day

Websites

Websites can be written with the “www” prefix or without, but be consistent throughout the document.

For print materials, websites should not be underlined.
For online materials, website names should be hyperlinked wherever possible.
GRAMMAR & STYLE

AP vs. Chicago
Use AP style for press releases in all regions. For other uses, defer to the Chicago Manual of Style.

State abbreviations
Per AP style, most state names are abbreviated following the name of a city. The exceptions are Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. The AP style guide also specifies a list of 30 U.S. cities that do not require state identification.
   Example: My mom has lived in Norfolk, Va., Seattle and Akron, Ohio.
Per Chicago style, state names are spelled out following city names. When abbreviations are used, Chicago uses the two-letter postal code abbreviations.
   Example: On our road trip, we drove from Memphis, TN, to Jacksonville, FL.

Em dashes
The spacing that em dashes varies by style guide.
AP style em dashes (—) have a space before and after.
   Example: Andy was happy to hear the good news — he had waited all week.
Chicago style em dashes do not have spaces before or after.
   Example: Kathleen and Paul are celebrating their anniversary—40 years together.

Serial/Oxford comma
The serial or Oxford comma is often argued regarding its proper usage (if any) by editors, writers, and even readers. It’s important to get it right. Incorrect comma use is already one of the most common writing errors even without introducing style variations.
Per AP style, the serial comma is to be avoided.
   Example: Jacob enjoys novels by Bradbury, Tolkien and Salinger.
Per Chicago style, the serial comma is highly recommended.
   Example: Katlyn’s favorite authors are Twain, Hemingway, and Steinbeck.

Asterisks
Ours Asterisked items should follow the rules for notes in the Chicago Manual of Style. An end note generally lists the author, title, and facts of publication, in that order. Elements are separated by commas; the facts of publication are enclosed in parentheses. Authors’ names are presented in standard order (first name first). Titles are capitalized, headline style. Titles of larger works (e.g., books and journals) are italicized; titles of smaller works (e.g., chapters, articles) or unpublished works are enclosed in quotation marks.
14.20 Basic structure of a note
Citations

For help with creating citations, you can use Cite This for Me.

Ethics, copyright laws, and courtesy to readers require us to identify the sources of direct quotations or paraphrases and of any facts or opinions not generally known or easily checked. Citations should follow general author-date reference guidelines in the Chicago Manual of Style. The general rule for citations is to list the author’s name in standard format (first name first), the title, and the facts of publication, in that order; the elements that follow are separated by commas or parenthesis, as they would be in running text.

Titles are capitalized headline-style. Titles of larger works (e.g., books and journals) are italicized; titles of smaller works (e.g., chapters, articles) or unpublished works are enclosed in quotation marks.


When citing electronic sources consulted online, and especially when they are difficult to locate, add the URL to lead readers directly to the source cited.

Access dates (i.e., the self-reported date on which the author consulted a source) are of limited value. Do not add access dates in citations of electronic sources unless no date of publication or revision can be determined from the source.

The abbreviation ibid. (from ibidem, “in the same place”) usually refers to a single work cited in the note immediately preceding. In a departure from previous Chicago manual editions, the 17th edition discourages the use of ibid. in favor of shortened citations as described elsewhere in this section; to avoid repetition, the title of a work just cited may be omitted. Shortened citations generally take up less than a line, meaning that ibid. saves no space, and in electronic formats that link to one note at a time, ibid. risks confusing the reader. (Note: C.H. Robinson used ibid previously in citations; existing references will be updated as white papers and other materials are updated.)

Questions can easily arise in how to cite a resource, depending on the source material or style; when in doubt, consult the Chicago Manual of Style directly, or go to Purdue OWL’s Citation Style Chart under the CMS column.

14.1 The purpose of source citations
14.6 Electronic resource identifiers
14.12 Access dates
14.20 Basic structure of a note
14.34 Shortened citations versus “ibid.”
Commonly misused terms
Use “customs” (lowercase), not “Customs,” unless referring to specific government entity.
Use “input,” not “inputs,” unless referring to electronic connectors.
Use “farther” for physical distance, use “further” for metaphorical or figurative distance.
Use “e.g.” when providing examples, use “i.e.” when trying to say, “in other words.” Both e.g. and i.e. are followed by a comma.
Use “logon/login” (one word) as a noun, use “log on/log in” (two words) as a verb.
Use “pickup” (one word) as a noun and adjective, use “pick up” (two words) as a verb.
Use “long-term/short-term” (with hyphen) as adjectives, use “long term/short term” (no hyphen) as nouns.
Use “full-time/part-time” (with hyphen) as adjectives, use “full time/part time” (no hyphen) as nouns.
Use “toward,” not “towards.”
Use “afterward,” not “afterwards.” Use “publicly,” not “publically.”
Use digitization for scanning documents, use digitalization for the use of digital technologies.
“Then” indicates time and “than” makes comparisons.
Another resource: most common writing errors

5.250 Good usage versus common usage

Global regions
When referring to a global location, use the name of continent or country (e.g., Asia, Mexico).
Avoid using demonyms (e.g., Asian, Mexican). For example, instead of “many Americans” use “people in America”

International date format
When possible, spell out the month and do not use commas (i.e., 7 May 2019). If all numerals must be used, day/month/year (i.e., 7/5/19) is acceptable for materials to be used outside of the United States.

Asia and South Asia (India)
Use UK or British English vocabulary and spelling for general and industry terms in Asia (see Europe).
Do not use contractions on any materials that will be translated.
Do not use the Oxford comma in Asia; use the Oxford comma in India.
Europe
Use UK or British English vocabulary and spelling for general and industry terms.
Do not use contractions on any materials that will be translated.
Do not use the Oxford comma.

Latin America
Use U.S. English vocabulary and spelling for general and industry terms.
Do not use contractions on any materials that will be translated.
Do use the Oxford comma.

Common international words and terms
- aluminium: kerb
- analyse: kilometer
- behavior: labour
- cancelled: learnt
- carrier (not contract carrier): maximise
- catalogue: metre
- centre: minimize
- customise: non-compliance
- defence: ocean service (over “sea freight” Asia)
- draw (for giveaways): optimise
- flavour: organisation
- frigo (for refrigerated trucks): practise (only if a verb, practice if a noun)
- fulfil: part load (preferred term over LTL EU)
- gauge: programme
- grey: recognise
- grille (on the front of a truck): speciality
- groupage (preferred term over LTL in EU): travelling
- haulier (carrier): tyre
- haulage (load)

Oceania
Use UK or British English vocabulary and spelling for general and industry terms in Asia (see Europe).
Do not use contractions on any materials that will be translated.
Do not use the Oxford comma.
Plurals
Do not use an apostrophe to form the plural of proper nouns and names; instead, add “s” or “es.”
Add an apostrophe “s” to form the plural of lowercase letters used as words (e.g., x’s and y’s), but do not include an apostrophe to form plurals with single capitalized letters used as words, numerals used as nouns, acronyms, or abbreviations (e.g., the three Rs, the 1900s, URLs, vols.).

7.5 Standard plural forms
7.15 Plurals for letters, abbreviations, and numerals

Possessives
Form the possessive of singular nouns by adding an apostrophe “s,” including proper nouns. Form the possessive of plural nouns by adding an apostrophe only.

7.16 Possessive form of most nouns
7.18 Possessive of words and names ending in unpronounced “s”
7.20 Possessive of nouns plural in form, singular in meaning

Robinson Fresh®
Do not separate Robinson Fresh® over a line break. It should always appear on the same line.

Common sourcing and produce terms
avocados (no e) mangos (no e)
Brussels sprouts (capitalized B, lowercase s) mini seedless (two words, no hyphen, in this order)
cactus pear (two words, no hyphen) point of sale (three words, no hyphens)
copacker (one word, no hyphen) potatoes (use e) tomatoes (use e)
dragon fruit (two words, no hyphen) star fruit (two words, no hyphen)
high quality (two words, no hyphen) superfood (one word, no hyphen)
jackfruit (one word, no hyphen) year round (two words, no hyphen)
just in time (see 7.89) kebabs (not kebabs)

Grape varieties
Thomcord (capitalized)
Black Corinth (“Champagne”) (capitalized)
Niabell (“California Concord”) (capitalized)
Licensed/owned produce trademarks

- Glory Foods®
- Green Giant™ Fresh (confirmed 8/2017)
- Green Giant® (confirmed 8/2017)
- Happy Chameleon®
- MelonUp!®
- MelonUp!® Pink Ribbon Watermelon program
- Mott’s®
- Rosemont Farms®
- Tomorrow’s® Organics
- Tropicana®
- Welch’s®

Quotes

When using quotes in articles and press releases, use past tense in the tag (e.g., “We have 50,000 customers,” said the senior vice president).

Word counts

For blogs

Title: 65 characters (including spaces) is ideal
Post: 250-600 words. Use “write tight” style. Keep post as short as possible while still conveying the message clearly with the same effect.

For emails

Subject: 50 characters maximum (including spaces). Ideal length is 28-39 characters/6-10 words.
Mobile: 50 characters (including spaces)
Headline: Average/ideal is 6 words

For Metadata

Meta descriptions: 160 characters (including spaces)
Meta keywords: 250 characters (including spaces)

For Google display ads

Short Headline: 25 Characters
Long Headline: 80 Characters
Description: 80 Characters
Business Name: 25 Characters
SPELLING

Abbreviations

*e.g.* and *i.e.*

The abbreviation “e.g.” is Latin for exempli gratia (for example); “i.e.” is Latin for id est (that is, or in other words). Both should be lowercase, with periods after each letter, and followed by a comma.

5.250 Good usage versus common usage

6.51 Commas with “that is,” “namely,” “for example,” and the like

State names

Spell the names of states when they stand alone in a sentence; abbreviate (without periods) when used with a city.

10.27 Abbreviations for U.S. states and territories

United States

**Ours** Abbreviate United States as U.S. (with periods) when used as an adjective, spell out as a noun.

**Ours** Do not capitalize the phrase, “lower 48 states.” Learn more.

10.31 Abbreviating country names

10.32 “U.S.” versus United States

Words to avoid abbreviating

- Intermodal (IMDL)
- Mexico (MX)
- North American Surface Transportation (NAST)
- Over the road (OTR)
- Temperature controlled (Temp controlled or TC) unless for SEO purposes
- Truckload (TL)

Acronyms

For the majority of acronyms, do not use periods to separate letters or at the end of the acronym. The first reference should be written out, with the acronym placed in parentheses immediately after the reference. Then use the acronym alone in every other reference in the document.

Exceptions can be made for informal uses or where space is limited. Also consider the audience’s familiarity of the abbreviated term.

**Ours** Do not use acronyms for modal services that are offered by C.H. Robinson. “TL” for truckload and “IMDL” for intermodal should not be used in copy.

10.2 Acronyms, initialisms, contractions

10.3 When to use abbreviations

10.21 Abbreviations for academic degrees

10.49 Miscellaneous technical abbreviations
**Glossary of commonly used company and industry acronyms**

<table>
<thead>
<tr>
<th>3PL</th>
<th>Third party logistics provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>AP</td>
<td>Accounts payable</td>
</tr>
<tr>
<td>API</td>
<td>Application programming interface</td>
</tr>
<tr>
<td>AR</td>
<td>Accounts receivable</td>
</tr>
<tr>
<td>B2B</td>
<td>Business to business</td>
</tr>
<tr>
<td>B2C</td>
<td>Business to consumer</td>
</tr>
<tr>
<td>BLP</td>
<td>Bonded logistics park</td>
</tr>
<tr>
<td>BOL</td>
<td>Bill of lading</td>
</tr>
<tr>
<td>BOOC</td>
<td>Branch Operational Oversight Committee</td>
</tr>
<tr>
<td>“C”</td>
<td>“C” numbers, customer tracking numbers</td>
</tr>
<tr>
<td>CPDS</td>
<td>Corporate Procurement Distribution Services</td>
</tr>
<tr>
<td>CSA</td>
<td>Commercial Safety Analysis (a FMCSA safety initiative for carriers)</td>
</tr>
<tr>
<td>CSCMP</td>
<td>Council of Supply Chain Management Professionals</td>
</tr>
<tr>
<td>C-TPAT</td>
<td>Customs–Trade Partnership Against Terrorism</td>
</tr>
<tr>
<td>DC</td>
<td>Distribution center</td>
</tr>
<tr>
<td>DOE</td>
<td>Department of Energy</td>
</tr>
<tr>
<td>DOT</td>
<td>Department of Transportation</td>
</tr>
<tr>
<td>EAR</td>
<td>Employee Assistance Resource</td>
</tr>
<tr>
<td>EDI</td>
<td>Electronic data interchange</td>
</tr>
<tr>
<td>FCL</td>
<td>Full container load</td>
</tr>
<tr>
<td>FMCSA</td>
<td>Federal Motor Carrier Safety Administration</td>
</tr>
<tr>
<td>FTZ</td>
<td>Foreign Trade Zone</td>
</tr>
<tr>
<td>HAZMAT</td>
<td>Hazardous materials</td>
</tr>
<tr>
<td>HOS</td>
<td>Hours of service, U.S. DOT regulation</td>
</tr>
<tr>
<td>IAC</td>
<td>Indirect Air Carrier</td>
</tr>
<tr>
<td>IATA</td>
<td>International Air Transport Association</td>
</tr>
<tr>
<td>ICC</td>
<td>Interstate Commerce Commission</td>
</tr>
<tr>
<td>IMC</td>
<td>Intermodal marketing company</td>
</tr>
<tr>
<td>ISF</td>
<td>Importer Security Filing</td>
</tr>
<tr>
<td>ISG</td>
<td>Integrated Solutions Group</td>
</tr>
<tr>
<td>K</td>
<td>Thousand</td>
</tr>
<tr>
<td>KPI</td>
<td>Key performance indicator</td>
</tr>
<tr>
<td>LCL</td>
<td>Less than container load</td>
</tr>
<tr>
<td>LTL</td>
<td>Less than truckload</td>
</tr>
<tr>
<td>M</td>
<td>Million</td>
</tr>
<tr>
<td>MSRT</td>
<td>Marketing &amp; Sales Response Team</td>
</tr>
<tr>
<td>NAFTA</td>
<td>North America Free Trade Agreement</td>
</tr>
<tr>
<td>NVOCC</td>
<td>Non-Vessel Operating Common Carrier</td>
</tr>
<tr>
<td>OD</td>
<td>over dimensional load</td>
</tr>
<tr>
<td>OS&amp;D</td>
<td>Over, short &amp; damaged</td>
</tr>
<tr>
<td>OTI</td>
<td>Ocean Transportation Intermediary</td>
</tr>
<tr>
<td>P&amp;L</td>
<td>Profit and loss</td>
</tr>
<tr>
<td>PADD</td>
<td>Petroleum Administration for Defense District</td>
</tr>
<tr>
<td>PO</td>
<td>Purchase order</td>
</tr>
<tr>
<td>POD</td>
<td>Proof of delivery</td>
</tr>
<tr>
<td>QS</td>
<td>QuickStart (training program)</td>
</tr>
<tr>
<td>RFP</td>
<td>Request for proposal</td>
</tr>
<tr>
<td>RFI</td>
<td>Request for information</td>
</tr>
<tr>
<td>RPM</td>
<td>Rate per mile</td>
</tr>
<tr>
<td>S&amp;P</td>
<td>Standard and Poor’s</td>
</tr>
<tr>
<td>SCAC</td>
<td>Code for carriers and C.H. Robinson (industry identifier)</td>
</tr>
<tr>
<td>SOP</td>
<td>Standard operating procedure</td>
</tr>
<tr>
<td>“T”</td>
<td>“T” numbers are carrier tracking numbers</td>
</tr>
<tr>
<td>TMS</td>
<td>Transportation management system</td>
</tr>
<tr>
<td>TWIC</td>
<td>Transportation Worker Identification Credential</td>
</tr>
</tbody>
</table>
Common industry and transportation terms

air freight (two words)
backhaul (one word)
best in class (see 7.89)
bill of lading (lowercase unless acronym: BOL)
breakbulk (one word)
brownfield (one word)
Conestoga (capitalized)
constraint based (two words, no hyphen)
copacker (one word, no hyphen)
crossdock, crossdocking (one word)
cross-border (hyphenate as an adjective, do not hyphenate as a noun, and when referring to our facility in Mexico, it is the CrossBorder Operations Center)
cross-selling (use hyphen)
deadhead (one word)
door to door (see 7.89)
drop-ship (hyphen)
drop trailer (two words)
foodservice (one word)
Google AdWords (two words, capitalize G, A, and W) head haul (two words)
greenfield (one word)
intercontinental (one word)
intracontinental (one word)
intermodal (one word)
jobsite (one word)
just in time (see 7.89)
less than truckload (three words, no hyphens)
line haul (two words)
m-commerce (lowercase m, hyphen)
multimodal (one word)
multitasking (one word)
nearshore (one word)
non-asset based (use hyphen)
oilfield (one word, no hyphen)
omnichannel (one word, no hyphen)
outsource (one word)
overdimensional (one word)
overheight (one word)
overweight (one word)
owner-operator (hyphen)
on time (two words, no hyphen)
on time in full (no hyphens or commas)
real time (see 7.89)
semi-truck (hyphen)
single source (see 7.89)
step deck (two words)
temperature controlled (two words, no hyphen)
third-party logistics (hyphen third-party)
trade show (two words)
transload (one word)
transpacific (one word)
transshipment (one word)
truckload (one word)
truck stop (two words)
value added (see 7.89)
WebEx (one word, capitalize the W and the E)
General business and technology terms

ACCELERATOR (all caps)
apps (lowercase)
cost effective (see 7.89)
data (singular, i.e., “The data is accurate”)
ebusiness (one word, no hyphen, lowercase b)
ebook (one word, no hyphen, lowercase b)
ecommerce (one word, no hyphen, lowercase c)
email (one word, no hyphen, lowercase m)
Freightquote® (one word, capital F, lowercase q, trademarked)
Freightview (one word, capital F, lowercase q)
full-time (see 7.89)
go to market (lowercase, see 7.89)
high value (see 7.89)
home page (two words)
internet (lowercase)
IoT (capital I and T, lower o)
know-how (hyphen)
laptop (one word)
LaunchPad (one word, capital L, capital P)
logbook (one word)
megaship (one word)
nonstandard (one word)
nonstop (one word)

off-site (hyphen)
on demand (see 7.89)
online (one word)
on-site (hyphen)
out-of-stock (two hyphens)
part-time (hyphen only if adjective, two words if noun)
pre-existing (hyphen)
PDF (capitalized, no periods unless it is a filename)
real time (see 7.89)
same day (see 7.89)
smartphone (one word, lowercase)
time sensitive (see 7.89)
touchpoint (one word)
trade show (two words, no hyphen)
username (one word, namely for “username” field)
voicemail (one word)
web page (two words, no hyphen)
website or site (lowercase, one word)
white paper (lower case, two words)
Worknet (one word, lowercase n, capital W)
year-round (hyphen)
LEGAL GUIDE

All communications must be approved by Chris Gerst, Kathy Reimer, Ben Campbell, or John McCarthy.

Corporate name usage

In legal documents, abbreviations should be placed in parentheses and quotations.

Example: C.H. Robinson Worldwide, Inc. ("C.H. Robinson") is one of the largest 3PLs.

Service specific language

Quick Pay

Must specify that payments are received within two business days (not 48 hours).

Words to avoid in communications

For legal reasons and leadership preferences, there are words to avoid in external materials.

- “Absolutes” (e.g., always, never)
- Partner or partnership (instead use “collaborator” or “relationship”). Note: we can use “partner” if it doesn’t create risk for us, such as in connection with the C.H. Robinson Foundation, MelonUp! Regulators, USDA, and FDA.
- Carrier (unless placing “contract” beforehand [in the U.S. only])
- “Our” used before the words “carriers” or “drivers” (but, we can use “our contract carriers” and “our network of carriers”)
- Manage (with relation to freight, supply chain management—instead use “coordinate,” “facilitate,” or “handle,” or add “help” before “manage”)
- Risk, used in connection with “driver”
- Dropoff (instead use “delivery”)
- Guarantee
- Ensure (or add “help” before “ensure”)
- Gross profits (use “net revenues”)
- Return on investment or ROI
- Dispatch (instead use “communicate”)
- Branch (instead use “office”)
- White glove service (use “in-home delivery” or “premier in-home delivery”)
- We are “liable” or will protect our customers against claims
- Food safety protocol
- Labor unions or labor conditions
- Names of customers without prior approval from C.H. Robinson executives and the customer
- NAFTA (exception: Robinson Fresh uses United Fresh’s position on NAFTA)
Copyright legends
All external communications must contain a copyright legend, including all print, web, and email (Pardot) communications. The year should reflect the last time the information was updated, and all copyright legends should be updated at the beginning of each year.
If the communication is new or recently renewed, use the current year.
   Example: ©2018 C.H. Robinson Worldwide, Inc. All rights reserved.
If the communication has remained unchanged over several years, use a range of dates.
   Example: ©1997-2018 C.H. Robinson Worldwide, Inc. All rights reserved.
When updating copyrights on any reprinted, external materials (such as white papers and case studies) with updated information (such as company boilerplates), the copyright should be placed on the last page of the document near the company logo and contact information in the following format, all on one line:

Internal Use Only legend
To be included on all Internal Use Only documents: Proprietary and confidential. For internal use only.

Lists
For lists in Investor Relations and Legal communications, use semicolons at the end of each bullet and include “; and” after the second-to-last bullet.
   Example: To file your claim:
   Download the claim form;
   Complete the form; and
   Fax the form to your legal representative.

Trademark and servicemark usage policy
Proper and consistent use of C.H. Robinson’s trademarks and servicemarks is an essential part of protecting the brand.

C.H. Robinson trademarked and servicemarked entities
For full list, see trademark status report on Worknet.

Other items include:
   • Carrier Advantage™
**Universal guidelines**

All trademark and servicemark symbols should be superscripted, both in print and on the web. Note that all of the external blogs (i.e., Transportfolio, The Road, Connect, Freshspective) are an exception to this rule due to technical limitations.

Always distinguish trademarks and servicemarks from surrounding text with at least an initial capital letter or all capital letters.

Do not allow trademarked or servicemarked terms to break across a page line when used in body copy or a headline (exceptions can be made for design restrictions).

Never modify a trademark or servicemark to a plural or possessive form. The sentence should be reworded to avoid using the plural or possessive.

**With punctuation**

All form of punctuation should always directly follow the notice symbol with no spaces. Kerning between the symbol and the punctuation mark may be adjusted to maintain a clean aesthetic and shore up extra space.

**Print usage**

*Headlines*

If the title of a print piece contains a trademarked or servicemarked term, it should always be trademarked in the headline.

*Body copy*

In body copy, the first occurrence (including subheads) should be trademarked or servicemarked, but all following references should not.

**Web usage**

*Headlines*

Never place a trademark or servicemark symbol in a searchable web headline. These symbols inhibit search functionality.

*Body copy*

The first reference to the trademark or servicemark in the body copy (excluding searchable subheads) should be trademarked or servicemarked, but all following references should not.
**Non-C.H. Robinson trademark and servicemark usage**

Every occurrence of a non-C.H. Robinson trademark or servicemark (Mott’s®, SmartWay®, etc.), including headlines, subheads, hyperlinks, and body copy, must be trademarked or servicemarked. Avoid these types of trademarks and servicemarks in searchable headlines as much as possible.

Every page (both web and print) that bears a non-C.H. Robinson trademark or servicemark must include a copyright notice in the footer.

Licensed brand verbiage (i.e., Sourcing) should follow what is used on www.robinsonfresh.com. Example: Glory Foods® is a registered trademark of Glory Foods, Inc., used with permission. Mott’s is a registered trademark of Mott’s LLP used under license.

**Usage in graphics and graphic headers**

If graphics and/or graphic headers that contain trademarks or servicemarks are used in print, follow the print guidelines outlined above. On the web and in Pardot emails, trademarks and servicemarks can be included in graphics and graphic headers, as these do not affect search functionality.

**External names and logos**

Prior to use, we must obtain permission from any external company or organization to use their name, graphic, or logo in any documents.
APPENDIX
Common proofreading marks

Common Proofreading Marks: Operational Signs, Typography Signs, and Punctuation Marks

- **Delete**
  Connect to one of the largest capacity networks in North America.

- **Let it stand**
  Connect to one of the largest capacity networks in North America.

- **Insert space**
  Connect to one of the largest capacity networks in North America.

- **Begin new paragraph**
  Choose any of C.H. Robinson's ground services to simplify your shipping needs.

- **Set in italic type**
  Transport portfolio shares know-how learned from over 100 years of solving transportation challenges and doing the heavy lifting.

- **Set in lowercase**
  Broccoli and cauliflower are favorites in the cruciferous family of veggies.

- **Set in capital letters**
  TRANSPORT PORTFOLIO shares know-how learned from over 100 years of solving transportation challenges and doing the heavy lifting.

- **Insert here**
  Give your shoppers the option to organic!

- **Set in boldface type**
  A sweet way to grow your category.

- **Insert comma**
  Protect your fresh, frozen, and other perishable items with reliable temperature controlled capacity.

- **Insert apostrophe or single quote**
  Shoppers can't resist a bountiful display of fresh citrus fruits.

- **Insert quotation marks**
  C.H. Robinson is pretty neat, they said.

- **Insert period**
  C.H. Robinson

- **Insert hyphen**
  Stay on schedule with exceptional same day air forwarding services for your time-sensitive freight.

- **Insert em-dash**
  Receive consistent service that ensures your domestic air freight—regardless of size, weight, destination, or time constraints—is moved with excellence.