Contact: @CRVNE.eth
nftgaming@ggdao.io **https://ggdao.io/**

GG DAO Style Guide

Being GG DAO: A Crash Course for Freelancers

"Ensuring Your Content Meets GG DAO Quality Guidelines & Supports Our Vision"

Welcome to the Good Game DAO or "GG DAO" family.

GG DAO is open to anyone who wishes to join; as a DAO, or "Decentralized Autonomous Organization" inclusivity is in our DNA and we value the individuality of all our members and contributors. That individuality notwithstanding, the founders of GG DAO would like freelancers wishing to represent our community with their content to follow some basic guidelines. These guidelines are meant to ensure that all GG DAO content adheres to a particular style which we have curated in order to ensure that the content we publish supports our community vision and respects our core values. Together, these elements form the foundation that GG DAO was built on.

Additionally, freelances are expected to follow a handful of common, industry standard "SOPs" a.k.a. (Standard Operating Procedures) and "Best Practices" or (Quality Control Measures.) That help ensure that GG DAO is able to publish content that is consistent, high quality, effective, well-targeted and compelling. It is important that contributors ensure that each and every one of these elements are understood and carefully followed. It is expected that contributors review their own work and ensure these basic expectations are always met.

First things first:

Supporting the Values and Vision of GG DAO

The 5 Basic Tenets of the **Good Game** Style

Style refers to those qualities that clearly communicate and represent the GG DAO brand image and ensure that the content we publish communicates a user experience that is positive, high-quality and consistent. The crucial function of these tenets is simple: they work in concert with the single goal of communicating our personality or brand identity. An identity that appeals to our audience and that established as well as potential members find easy to identify and connect with. Most importantly, it does these things while remaining true to the core values that are foundational to GG DAO culture and ensure that GG DAO remains a force for positive change in the world of gaming.

In writing, the two most common terms that are used to describe the overall "feel" of a particular writing style are **TONE** and **VOICE**. The most basic way to explain the concepts that these terms represent:

TONE is **EMOTION** and **VOICE** is **PERSONALITY**.

Together, the emotion and personality perceived in a piece have a tremendous effect on how that content is received. With that in mind, here are the core descriptors for the tone and voice of the "Good Game" writing style. The "Good Game" style is:

- **Informative** – A GG DAO writer is informative, involved and inviting. Educational and "How To" content is never preachy or condescending – just because you happen to know a particular thing, doesn't mean your reader does, or even *SHOULD*! GG DAO learning content doesn't assume and never lectures; it informs and helps. Whatever the subject, try this: do your best to remember when you explored the topic you are covering for the first time. Now, make an effort to share all the things that you WISH someone had told YOU.
- **Accepting** – Remember that being a DAO means that our platform is open to all. The only requirement to join the GG DAO Family is a desire to do so; and we are more than glad to welcome every person who does. Belittling, shaming or bullying any group of people for any reason is not what we do at GG DAO. Content associated with such behaviors has no place on our platform and any writers who produce it don't have a future at GG DAO.
- **Upbeat** – GG DAO was envisioned to be a source of positive energy and optimism. The "Good Game" style puts our positive outlook to work. Nobody likes a Debbie downer. Unless your name is ACTUALLY Debbie Downer, in which case we still like you; AND your incredible name.
- **Confident** – Thorough research and fact-checking is one of the core skills of the "Good Game" style. With this in mind, GG DAO Content exudes confidence and authority. If we don't have complete command of a topic, we don't publish on it. This means we can always stand by our content.
- **Entertaining** – Last but not least, GG DAO content is enjoyable. The "Good Game" style values humor and never misses an opportunity to make our readers smile. After all; this community was built around gaming. So… if we're not having fun, then what's the %*$&@ point?

Profanity, Vulgar and Offensive Language: We at GG DAO are all about good fun – we're gamers – (Oh, if your mother could hear the things you say after getting ganked by a spawn camper). That being said, as adults we should be aware of the impact that words can have on the way people perceive an organization or group of people. Use common sense when it comes to word choice and potentially offensive terms and word choice.

- **Avoid Profanity –** Dropping "F bombs" has no place in mature discourse. In – rare – situations where profanity is being used for special emphasis or comedic reasons, you may use a string of symbols as a stand-in for whatever %##&@! naughty word you just can't live without. – RARE SITUATIONS –
- **Racism –** Obviously any form of Racism goes against the "Good Game" tenet of acceptance. This ban extends to all forms of racial slurs and related derogatory terms. Just don't do it.
- **Sexism –** Any sexist remarks violate the acceptance tenet as well. Especially in an area like gaming where the space is heavily male-dominated, it is important that we treat everyone with respect and do what we can to keep our platform safe for everyone that wants to participate in GG DAO.
- **Vulgar Language –** Discussions related to love and relationships stop being ok once you enter the bedroom. Any reference to sex acts, private body parts or any form of innuendo is unacceptable.
- **Gender Identity / Sexual Orientation –** The default gender pronouns should be they/them terms unless you have specific information otherwise. Any disparaging language that disparages the lifestyle choices of others is not tolerated by GG DAO.
- **Culture and Religion –** Disparaging the cultural and/or religious practices of others is prohibited. While we support freedom of religion and religious expression, GG DAO has no stance on religious and cultural issues. Likewise, promotion of any religion is prohibited on the platform.
- **Illegal Content and Acts –** We take this very seriously. GG DAO has a strict policy of reporting illegal content and any violations of the law; including intimidation and threats to users of the platform.

GG DAO Content: Our Best Practices and SOPs

I. Language, Spelling and Grammar

- **U.S. English –** All content currently published on the platform should be written according to the vocabulary, rules and conventions of U.S. English language.
    - **YES** – "Make sure to close the ***trunk*** of your **car** before leaving the ***parking lot***."
    - **NO** – "Make sure to shut the ***boot*** of your ***auto*** before leaving the ***car park***."

  Formatting conventions should adhere to the standards set forth in the AP Style Guide.

- **Spelling –** Let's face it: it's 2022 at the time this document is being written. Accordingly, all spelling should be self-checked for errors by contributors with copy retaining zero – yes, ZERO – spelling errors in any content that is submitted for publication. There is seriously ZERO TOLERANCE for this issue.

- **Perspective –** The vast majority of content we use needs to be written using the second person. This is a pretty standard format for article – type content and we find that it helps cultivate a familiar, friendly quality in our content. However, there is no hard-and-fast rule guiding the use of perspective. Things to avoid: flip-flopping between perspective formats, excessive use of first person (personal anecdotes and experiences are OK to use first person), using journalistic third person for article content.

    - **YES –** As a gamer, your lack of control over game content can be frustrating.
    - **NO –** I'm a gamer and I get frustrated with my lack of control over game content.
    - **NO –** This gamer finds that lack of control over game content is frustrating.

- **Grammar –** Grammatical errors – again, it's 2022 – there are a number of tools that are freely available for contributors to use. It is expected that you perform thorough self-checking of documents for grammatical errors **before submission**. If this is something that you struggle with, consider using a program like Grammarly to ensure quality control.

    - **NO –** The best thing about the game is **it's** realistic graphics.
    - **NO –** It is hard to tell where **your** going on the underground levels.

- **Punctuation / Syntax –** Same story here. Please utilize an automated tool to eliminate syntax errors like run-on sentences, subject/verb agreements, etc. Hemingway Editor is an excellent choice to help eliminate these types of problems. Also, please! Do not! Use! Exclamation! Marks!

- **Font / Color –** Font should always be a standard typeset: Arial, Times New Roman, Century Gothic are all great choices. Text color is always default black; except when linking, links should be default blue.

- **A few Hints from one of the Greats –** Here is a great list of hints for writing well -- from George Orwell:

    - Don't use a metaphor, simile, or other figures of speech that you commonly see.
    - Don't use a long word if a shorter one will do.
    - If you can omit a word, do it.
    - Use active voice.
    - Don't use foreign phrases, scientific nomenclature, or jargon if there's an everyday word you can use instead.

II. Best Practices – Our Name and Logo

- **Our Name: How to Use it – How to Write it –** Our organization's full name is: **"Good Game DAO"**

    - **Other Forms –** Feel free to use the abbreviated version of our name: **"GG DAO"** This should always be written in ALL CAPS with a space between the letters GG and DAO.
    - **Linking –** Whenever permitted, in the first instance of our name in body text embed a link to the GG DAO homepage: https://ggdao.io/ this is for SEO purposes.

- **Our Logo: How to Use it –** For content hosted on external sites, include a GG DAO logo image after the title line and before the body text. Examples of the GG DAO logo include:

- **Our Logo: Linking –** Whenever permitted, the GG DAO logo should include a link back to the GG DAO homepage: https://ggdao.io/