

Tone of voice and editorial guidelines

The Bolt.new tone of voice

The point of the written word – whether those words take the form of a novel or a banner ad – is to engage the reader. To spark their curiosity and get them to ask, “[What happens next?](#)”

What you say is as important as *how* you say it.

Great writing happens when a good story is well told. You can describe the process of tying your shoes with the most eloquent language imaginable and it will still be just an explanation of how to keep your shoes from falling off your feet. If you tell an amazing story of triumph over tragedy or good conquering evil with joyless, dull language – the narrative will fall flat, it won’t be fun to read, and your audience won’t much care if your protagonist lives or dies.

They won’t care what you have to say about your product or your differentiators if the words are weak and tone is off. They already left.

Establishing a Bolt. ai TOV will entice people to our brand, it will encourage them to read on, and to come back for more insight, more information.

The TOV will create consistency across all our content and channels.

In the B2B space well written, full-funnel content also crafts a structured and smooth pathway down the funnel. Sound content illuminates a clear customer journey from the top of the funnel, through the middle, to the bottom. If we’re really nailing it - by the time they reach the bottom, they should be not just ready but eager to sign on the dotted line.

Defining the Bolt.new TOV core tenets

Real talk

Bolt is conversational and as natural as the language people use in our product’s prompt box. You are always talking to a person. Read the copy outloud. Don’t use jargon. No padding. No fluff. Clear and direct.

Bold

We are defining a new market. We want to own prompt coding for the enterprise. Our tech holds the sharpest cutting edge. Speak with the authority the quality of our platform demands.

Current

We want to sound like what we are - a modern, AI-native company. Stay away from wording that feels too stodgy or old school business slang-y.

Engaging and Intentional

Our audience should read our content and be thirsty for more. What we take the time to draft, write, and publish should also be worth the reader's time. Our content should have purpose, meet a need, or drive a lead.

Reliable

Tell the truth. No science fiction. No superlatives. We want to be a source of truth, an enterprise watering hole, and a site worth bookmarking because what we have to say - and how we say it - is compelling and valuable.

Brief

Get to the point. People are busy.

The Bolt.new TOV for Socials

The core tenets always apply, but our voice varies slightly across social platforms.

LinkedIn

This is where we'll connect the most with our enterprise prospects, customers, and users. We demonstrate that we're a modern start up with a sense of humor, but we keep it light and water-cooler appropriate. Some use of emojis, but don't go nuts.

X

We lean into brevity on X. Try to keep it at about 250 characters so we well below the "read more" threshold. On X we also have a bit more room for irreverence and word play. We'll still encounter economic buyers, but X has a large developer/engineer community - as well as designers. Worth targeting them directly when the feature calls for it.

Reddit

Here are our most conversational and casual. Staying with our brand TOV still but this is as close to chatting about a new feature to a friend over coffee as we get.

Audience

Every content piece – from web copy to printed collateral for events – should be written with a target audience in mind. Write consistently readable copy by putting the needs and interests of our readers and our customers first.

Before you draft a content piece ask yourself:

- Who is this for?
- Why should they give a shit?
- What are they getting out of it?
- Where do they go from here?

Editorial Guidelines

Editorial Guidelines address the grammatical and typographical minutiae that come up across all content types. These guidelines are meant to save you time and ensure uniformity across all asset types.

Bolt.new

Always refer to the [Bolt.new](#) as Bolt.new. Never just “Bolt.”

Active vs. Passive Voice

The Active Voice is more impactful because it’s direct. The subject of the sentence performs the action. It’s also less wordy. Relying too much on the Passive Voice conveys a hesitancy that softens the impact of your writing and slows down the pace.

Draft content predominately using the Active Voice. You can, on occasion, use the Passive Voices to great effect. For example, when it makes sense within the context of a given piece to shine a spotlight on the object instead of the subject. But it should never be your go-to.

Active Voice

When writing with the active voice, the subject of the sentence performs the verb’s action.

Examples	Subject	Verb	Object
The dragon ate the man.	Dragon	ate	man
Prompt coding enables organizations to be AI-native.	Prompt coding	enables	organizations
Product managers harness Bolt.new to ship viable products.	Product managers	harness	Bolt.new

Passive Voice

Sentences written in the passive voice, the subject receives the verb's action.

Examples:	Object	Verb Phrase	Subject
The man was eaten by the dragon.	man	was eaten	dragon
Organizations are enabled by prompt coding to be AI-native	organizations	are enabled	prompt coding
Bolt.new is harnessed by product managers to ship viable products.	Bolt.new	is harnessed	product managers

Oxford Comma

The Oxford Comma (aka Serial Comma) is the final comma before a conjunction (and, or, nor) in a list. There's no hard and fast rule for what's correct; there is only convention. In cases like this when ambiguity threatens to let chaos reign, consistency wins the day.

Use the Oxford Comma in all content, all the time.

Examples:

- Projects can be good, quick, or cheap – choose one.
- Business technologists are clever, creative, and quick.
- Building an Innovation Factory has three main stages – start, structure, and scale.

Headlines and subheads

Headlines should be in sentence casing

All headlines, headers, and subheads should be in sentence casing. Website heroes and certain creative assets may look better with headline casing. Those are the exceptions. .

Bibliography and attribution

Bibliography

Any long-form asset (eBook, whitepaper, guide, manual) should have a Bibliography. For citation formatting, please refer to the [Chicago Manual of Style](#).

Attribution

Direct quotes or statistics should always be attributed to their original source. If you found a statistic in Forbes from a Forrester report – confirm the information from the original source and cite the Forrester report, not the Forbes article. This is to ensure the integrity of our sources.

Examples	
US	UK
maximize	maximise
Labor	labour

defense	defence
traveled	travelled
Analyze	analyse

US vs. UK Spellings

There is some variance in US vs UK spellings.

Use US Spelling

- as the default for all content

unless

Use UK Spelling

- English translations of regional events outside of the US
- marketing copy drafted in English targeted to regions outside the US

Formatting Standards

Numbers

Spell out

- one, two, three, four, five, six, seven, eight, nine, and ten
- Use the numbers for 11 and up

Bulleted Lists

If you're using a bulleted list in a content piece the formatting should adhere to the following guidelines.

- Bulleted lists should always be introduced with a colon (not a semicolon).
- If your lists consist of phrases, use all lowercase letters and do not include a period or full stop at the end of each bullet.
- If your list features full sentences, use sentence casing and proper punctuation.

Phrase example:

CIOs like infographics because they are:

- easy to read
- quickly ingested
- packed with stats

Sentence example:

CIOs like infographics because:

- They are easy to read.

- The information is presented in visual format.
- It's a quick way to intake a lot of details.

Things to avoid

If you're repeating the same phrase in each bullet, consider rewriting the intro snippet.

Turn this →

CIOs like infographics:

- because they are easy to read
- because they are visually compelling
- because they are rich with relevant data

Into this →

CIOs like infographics because they are:

- easy to read
- visually compelling
- rich with relevant data

Date and Time

For designed collateral, use the date and time formats that make sense with the region you're targeting.

US

- Thursday, Dec 19
- Thursday, Dec 19, 2019
- Dec 19, 2019

Non-US

- Thursday 19 Dec
- Thursday 19 Dec 2019
- 19 Dec 2019

12-Hour Clock

- 2:00 pm EST
- 1:00 am

24-Hour Clock

- 14:00 GMT

Percent or %

Spell out the word “percent” in text when writing about a percentage inline. Use the % symbol in pull quotes, headers, or headlines.

Acronyms and Initialisms

Acronym: an abbreviation that can be pronounced as a word.

Examples: NASA, OPEC, ASAP

Initialism: an abbreviation using the first letter of each word in a multi-word phrase or name that cannot be pronounced as a word.

Examples: FBI, DVD, ATM

For the most part, you should spell out the full name or process represented by an acronym or initialism, followed by the abbreviation in parentheses, the first time it appears in text.

Examples:

- Enterprise resource planning (ERP) software is a growing industry.
- The rapid app development platform as a service (PaaS) model is changing the software creation landscape.

Exceptions:

- You can use acronyms in headlines and primary headers. Spell them out and use parentheses early in the body of the text when you do.
- Some acronyms are so well-established that spelling them out in full is unnecessary or would confuse the reader (such as “DVD”). The choice on whether or not to spell it out in full in the first instance is at the discretion of the writer, but it is important to note that we create content for an international audience.

Currency Symbols

Use the appropriate symbols or currency code for all currencies. Refer to [this list](#) for up-to-date symbols and codes.

Version 1. 13 Mar 2026