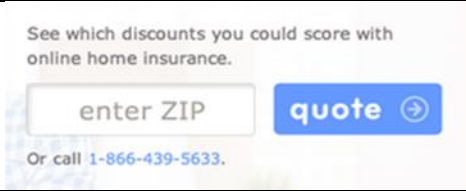


ESURANCE CASING CHEAT SHEET

TOPIC	CASING STYLE	EXAMPLE
All headers (ESU Bryant & Verdana)		
*capping exceptions	when “Esurance” appears in a headline with a proper noun that needs to be capitalized for trademark reasons (Allstate, Facebook) or readability reasons (RepairView®, DriveSense™), Esurance should also be capitalized	welcome to Esurance DriveSafe® / Esurance, an Allstate company
header in Esurance Bryant font (one sentence)	lowercase	ready to save money?
header in Esurance Bryant font (multiple sentences)	sentence case	Save money. Save trees.
subheader in Esurance Bryant font	sentence case	calling all associates You could be the Esurance MLB® brand ambassador!
header in Verdana font	sentence case	Medical coverages for drivers
Esurance blog		
bullet points	sentence case	• Get an estimate on the spot
subheaders	sentence case	Crash test results for minicars
title of blog	title case	Epic Fail: Minicars Perform Terribly in New Crash Test
titles of commercials	title case	“Set It Free”
Esurance-specific rules		
Esurance phone number	ESURANCE always in all caps	1-800-ESURANCE
time of day	lowercase	a.m. / p.m.
time zones	all caps	CT / PT / ET
zip code	title case / all caps for ZIP	ZIP Code / ZIP
Internal communication		
greeting	sentence case	Esurance associates,
department name	title case	Sales department / Legal / Copy team
job titles (in general sense)	lowercase	Esurance is now hiring sales agents!
job titles (attached to name)	title case	Sheila Jenkins, Actuary, led the presentation.
sign-offs	sentence case	Happy holidays, / Best regards,

TOPIC	CASING STYLE	EXAMPLE
Policyholder communication		
greeting	title case	Dear Esurance Policyholder,
info tabs	sentence case	Policy number / Claim number
team name in sign-off	title case	The Esurance Customer Service Team
Website		
alt tags	sentence case	Health insurance from Esurance
breadcrumbs	lowercase	esurance > who we are
buttons	lowercase	continue / back / done
dropdown options	sentence case	Homeowners / condo insurance
h1 in Esurance Bryant font	lowercase	car insurance coverage
h2 in Esurance Bryant font	lowercase	car insurance coverage limits
h3 in Verdana font	sentence case	Medical coverage for drivers
h4 in Verdana font bold	sentence case	Looking for another insurance product?
field labels	lowercase	enter ZIP / search site
coverages	lowercase	collision coverage
links	sentence case	View your saved quote / Forget your password?
name of discounts	title case (don't cap "discount")	Multi-Policy discount
page title	lowercase	driving tips
quote button supporting copy (CTA)	sentence case (with punctuation)	
state nickname	title case	the Golden State
title tags	title case	Esurance — Who We Are

As of 12/16/15

Still stumped?

Feel free to email [Kerry Donoghue](#), Editor,

with any questions!