

ADDENDUM 01 PUNCTUATION

No dashes.

A new house rule for every piece of Shout writing. The em-dash had crept into copy as a default pause. From now on it's out. So is the en-dash. The brand reads *calmer* and *more decisive* without them.

RULE 01 The dash habit, retired.

No em-dashes. No en-dashes. No hyphens used as pauses.

Punctuating with a dash signals an interruption. Shout doesn't interrupt itself. Use a period to stop, a comma to breathe, a colon to introduce, or parentheses to aside. The dash characters —, -, and - (hyphen used as punctuation) are no longer part of the Shout voice.

DON'T WRITE

- × I'm a marketer – eight years in.
- × Mar 2020 – Present
- × 45–60 seconds total.
- × Counter management – rota, training, briefings.
- × 11 GCSEs A*–C.

WRITE INSTEAD

- ✓ I'm a marketer. Eight years in.
- ✓ Mar 2020 to Present
- ✓ 45 to 60 seconds total.
- ✓ Counter management: rota, training, briefings.
- ✓ 11 GCSEs, A* to C.

RULE 02 Replacement substitutions.

When the urge to reach for a dash hits, choose the substitution that matches the rhythm.

IF THE DASH WAS DOING THIS	USE THIS INSTEAD	EXAMPLE
X – Y (a hard pause)	Full stop. X. Y.	<i>I came up in beauty. Fifteen years on counter.</i>
X – Y (a soft aside)	Comma, comma. X, Y, X	<i>The thing that's kept me here, more than the products, is the regulars.</i>
X – list (introducing detail)	Colon. X: a, b, c	<i>Counter management: rota, training, briefings.</i>
X – Y (date or number range)	The word "to".	<i>Mar 2020 to Present. 45 to 60 seconds.</i>
X – extra (parenthetical)	Parentheses. X (extra)	<i>I work best in teams that say "I don't know" out loud (and mean it).</i>

RULE 03

What's still allowed.

Hyphens, inside compound words only.

A hyphen joining two words into one is fine, and necessary. **On-counter consultations, day-to-day, GDPR-compliant, front-of-house.** The rule is about *punctuation dashes*, not *word hyphens*.

Why it matters.



Dashes read as **thinking out loud**. The brand reads as someone **who already decided**. Calm authority. Loud, then settled. The mark shouts; the wordmark closes the matter. Dashes are the opposite of closure.

