

Rogan's Shoes Website Style Guide

Updated September 12, 2016

Introduction

If a topic or term is not covered within the Rogan's Shoes Style Guide, follow AP Style or the stylization used by the brand and/or what is most commonly used by other companies and publications. For discrepancies within those guides, use your best judgment to decide what applies most closely to the Rogan's Shoes Style Guide and accepted as the market standard. If those secondary sources are not sufficient, make a note of the discrepancy and contact Jimmy Rogan and/or Joe Muratore Jr.

This style guide is intended to assist employees who write content on the company's websites. In order to take advantage of the spell and grammar checking functions in MS Word, employees are to first write product descriptions and other multi-sentence website text in MS Word and then copy the text into the loader. Exceptions to the guides set forth below are allowed for SEO purposes.

FOR ALL SHOES: If the title of a shoe given by its maker/brand differs from the Rogan's Shoes Style Guide, use the brand's official title, but then use the Style Guide within descriptions and text.

Rogan Company Name

- Official legal name: *Rogan Shoes, Incorporated*.
- Use *Rogan's Shoes*, not *Rogan Shoes* or *Rogans Shoes*. After the first reference to *Rogan's Shoes*, just the word *Rogan's* can be used where appropriate.
 - NEVER USE: *Rogan's Shoes, Inc.*
- Possessive form: *Rogan's Shoes'*
 - The possessive form should be avoided to prevent confusion because of excessive commas.
 - PREFERRED: Our policy is buy one pair, get the second pair half off.
 - NOT PREFERRED: Rogan's Shoes' policy is buy one pair, get the second pair half off.
- Use *Cheer and Pom* not *Cheer And Pom*
 - *Cheer and Pom's* is the possessive form

Other Company and Product Names

- Use the same capitalization and punctuation as the company uses except where otherwise noted in the Terminology list (Ex. *Adidas*, NOT *adidas*):
- When referring to a company or brand, use a third person singular pronoun ("it")
 - CORRECT: Nike is a terrific brand for athletic shoes. Its athletic shoe line is very popular.
 - INCORRECT: Nike is a terrific brand for athletic shoes. Their athletic shoe line is very popular.

Tips and Guidelines

If a sentence/statement remains unclear or the correct styling cannot be deciphered through the aforementioned means, then it should probably be rewritten.

Grammatically correct sentences are ALWAYS preferred and sentence fragments should be avoided, even online, if they can be easily made grammatically correct with minimal editing.

To emphasize an important word or term, use **bold** or ALL CAPS. AVOID using *italics*, particularly online.

AVOID using superlatives and guarantees unless they are objectively true, which is unlikely.

- What NOT to write
 - Ex1. These cross trainers are the most comfortable shoes ever made.
 - Ex2. Nike's shoes surpass every competitors.
 - Ex3. Timberland's shoemaking process is more extensive and intricate than any competitors'.
 - Ex4. These Mizuno runners are more comfortable than any other shoe in your closet.
 - Ex5. Unlisted Great Gal Womens Sandals will quickly become your favorite summer shoe.
- Tip: Add an adjective or adverb before a superlative to negate its all-or-nothing nature and replace guarantees/promises with probabilities.
- What TO write
 - Ex1. These cross trainers are among the most comfortable shoes on the market.
 - Ex2. Use Nike's shoes to surpass your competitors.
 - Ex3. Timberland's shoemaking process is one of the most extensive and intricate.
 - Ex4. These Mizuno runners may just be the most comfortable pair in your closet.
 - Ex5. Unlisted Great Gal Womens Sandals could be your favorite summer shoe.

BEWARE of excessive comma and hyphen use. If a sentence seems to have a lot of commas or hyphens, then it should be rewritten and/or be split into multiple sentences.

AVOID saying "newest" and "latest" and other similar time-reliant words, as these statements will eventually become outdated.

Use *complimentary* or one of its synonyms when a product comes with a bonus gift, DO NOT use *free*.

Sentence Structure Guidelines

Concise - Present information in a quick and simple manner. Use concise terms and sentences, avoiding fluff or extra words that are not necessary to tell what you want to say.

Varied - Use short and direct sentences to convey a longer complex thought. Avoid sentences of excessive length or that convey too much information that would be more readable if broken down into shorter sentences.

Verb Tense - Use the present tense.

- CORRECT: This shoe is constructed of the finest materials.
- INCORRECT: This shoe was constructed of the finest materials.

Parallelism - Elements joined by a conjunction should take the same form.

- CORRECT: This shoe is great for running, walking and playing tennis.
- INCORRECT: This shoe is great for running, walking and to play tennis.

Compound Sentences - A compound sentence contains two independent clauses that are joined by a coordinator (a word that joins two parts of a sentence). A comma should always come before a coordinator in a compound sentence.

- Ex: This shoe makes it easy to get traction, because its sole is made of slip-resistant materials.

Complex Sentences - A complex sentence has an independent clause and one or more dependent clauses (a phrase that adds meaning to the rest of the sentence) joined by a subordinator. If the dependent clause comes first, a comma should follow. If the dependent clause comes second, a comma is not included.

- Dependent Clause First: Unless you are hiking in weather that is below freezing, these shoes will work for all your hiking needs.
- Dependent Clause Second: These shoes will work for all your hiking needs unless you are hiking in weather that is below freezing.

Split Infinitives / Split Phrases

- Do NOT split phrases by adding adjectives (words that modify a noun) or adverbs (words that modify verb) in between the "to" and the verb.
 - CORRECT: These shoes will enable you to run quickly.
 - INCORRECT: These shoes will enable you to quickly run.

Contractions

- Avoid using contractions
 - CORRECT: cannot, you are, do not
 - INCORRECT: can't, you're, don't

Verbs

- Don't use the verb "to be" or its derivations.
 - CORRECT: Many people enjoy running.
 - INCORRECT: Many people would like to be a runner.
 - INCORRECT: Many people would like being a runner.

"That" vs. "Which"

- Generally the word "that" should be used instead of "which" when referring to an object.
 - CORRECT: This sole is one of the best that can be used to obtain solid footing.
 - INCORRECT: This sole is one of the best which can be used to obtain solid footing.
 - CORRECT: Many runners are overpronators, which is why this shoe should be considered if you care about your foot health.
 - INCORRECT: Many runners are overpronators, that is why this shoe should be considered if you care about your foot health.

Prepositions

- AVOID starting and ending sentences with prepositions (a word that combines with a noun to form a phrase – Ex. *around, before, by, outside, of, over, past, on, upon*)
 - CORRECT: These shoes are fun to wear around town.

- INCORRECT: In town these shoes are fun to wear around.
- INCORRECT: Around town these shoes are fun to wear.

Conjunctions

- Do not use the words *so*, *and*, *or*, or *but* to begin sentences.

SEO Optimization – Product Descriptions

- The **primary keyword** must be included in the first sentence of every product description.
- Include an additional keyword anywhere after the first sentence of the paragraph, preferably in the second sentence.
- Every paragraph needs a header – either the name of the product or a creative introductory header for the paragraph. All headers should have all the words capitalized.
- Use action words and strong verbs for conciseness and because these words are more commonly used on search engines.
 - Ex. “Shop Rogan’s” or “Buy all your shoes at Rogan’s”

Rules

Abbreviations

- Abbreviations such as ST (Steel Toe), CT (Composite Toe), MT (Metatarsal Guard / Met-Guard) and WP (Waterproof) should only be used in the title of the shoe, not within descriptions or text, unless preserving space is paramount, such as on a label, advertisement or decal.
 - EXCEPTIONS: *EH* and *ESD*. These abbreviations are more recognizable than the full name of what they signify. Within text, what the letters stand for should be stated upon first mention in parentheses if it will be referred to again later on, followed by the initialisms in those subsequent mentions.
 - Ex: These EH (Electrical Hazard) work boots will keep you safe as you work.
 - Formatting
 - EH-rated, ESD-rated – hyphenated, “rated” is ALWAYS lowercase
 - EH rating, ESD rating – no hyphen, “rating” is ALWAYS lowercase

Mens, Womens, Boys, Girls, Childrens, etc. – NOT Men’s, Women’s, Boys’, Girls’, Childrens’ etc.;

capitalize in titles, lowercase in sentences.

- Use “Youth” for both singular and plural, NEVER “Youths” except in possessives (Singular Ex. “Youth’s”; plural Ex. “Youths”).
- Still use possessives when being used in a sentence and not identifying a category of shoes
 - Ex1. These boys running shoes are comfortable and durable.
 - Ex2. All men’s closets should contain a pair of durable work boots.
 - Ex3. Your child’s feet will be protected from the hot sand underfoot in these Adidas Adissage childrens sandals.

Capitalization

- **Beginning of a sentence**
 - If a term in this style guide is lowercased, but it is being used at the beginning of a sentence then DO capitalize it unless explicitly stated otherwise.
 - If the term is to remain lowercase, then the statement should probably be rewritten so that the term is no longer at the beginning of a sentence.

- **Months, days, seasons**
 - Capitalize each month's name
 - Capitalize every day of the week
 - Every astronomical season (spring, summer, fall/autumn, winter) should be lowercase, although can be capitalized at the beginning of the sentence or if it is in a title.
- **Sentences**
 - Capitalize the first word and proper nouns. Do NOT capitalize words based upon importance.
 - CORRECT: It's the best Nike offers in the Air Jordan line of basketball shoes.
 - INCORRECT: It's the Best Nike Offers in the Air Jordan Line of Basketball Shoes.
- **Titles**
 - No matter the length of the title, always capitalize the first and last words.
 - Between the first and last words IN A TITLE ONLY:
 - Capitalize all verbs (action words – Ex. *Runs*), adverbs (words that modify a verb – Ex. *Slowly*), nouns (person, place or thing – Ex. *Shoes*) adjectives (words that modify a noun – Ex. *Wide*), and pronouns (substitute word for a noun – Ex. *It, He, She*).
 - Capitalize conjunctions of four or more letters (a word that connects other words or phrases – Ex. *though, while, since, because, where*)
 - DO NOT capitalize conjunctions with the three or less letters (Ex. *as, and, or, but*)
 - Capitalize *If, How* and *Why*.
 - Capitalize prepositions (a word that combines with a noun to form a phrase with four or more letters – Ex. *Like, With*).
 - DON'T capitalize prepositions with three or less letters (Ex. *of, in* and *for*)
 - Ex. "Nike Air Jordan With Shock Absorbing Soles" ("with" is the preposition and "with shock absorbing soles" is the prepositional phrase)
 - DO NOT use all caps in a title for emphasis, only use all caps when it is called for in a brand name, initialism or acronym

Grammar

- **Commas**
 - Use a comma to separate two independent clauses in a sentence.
 - Ex. Ryan does computer programming for Rogan's Shoes, but he works from home.
 - Use a comma when adding or supplementing information on a subject.
 - Ex. Nike shoes, the most popular brand of athletic shoes in the world, offer shoes for just about every sport.
 - Use a comma when a noun has two or more adjectives describing it without a conjunction between them.
 - Ex. These strong, durable shoes are perfect for construction work.
 - *Strong* and *durable* are the adjectives, since they modify the noun "shoes"

- **Oxford comma** – Do NOT use the Oxford comma unless it is necessary for clarity; in the event that the Oxford comma is necessary for clarity, the sentence should probably be rewritten so that it would no longer be necessary.
 - **What is the Oxford Comma?**
 - When writing a list, the Oxford comma (a.k.a. a serial comma) is the optional comma that comes before the conjunction (*and, but, or*) that precedes the final object in the list.
 - CORRECT: These shoes are comfortable, fashionable and practical.
 - INCORRECT: The owners of Rogan Shoes, Inc. are Tom, Pat, Dave, Mark, and Jim.
- **Personal Pronouns**
 - NEVER use first or second person EXCEPT if Rogan's Shoes is recommending something, in which case use plural personal pronouns (Ex. "We suggest..." "Our guarantee is...")
 - When referring to a company or brand, use a third person singular pronoun ("it")
 - CORRECT: Nike is a well-established brand for athletic shoes. Its athletic shoe line is very popular.
 - INCORRECT: Nike is a well-established brand for athletic shoes. Their athletic shoe line is very popular.
- **Hyphens (Dashes)**
 - Use a hyphen for compound adjectives (words that modify a noun) preceding a noun.
 - Ex1. Check out the high-quality footwear.
 - Ex2. I want a water-resistant shoe.
 - Do NOT use hyphens for compound adjectives such as more, less, most and least.
 - Check out the most colorful footwear on the web.
 - NEVER use a hyphen after an adverb ending in -ly.
 - CORRECT: The sparkly writing on this backpack is eye-catching.
 - INCORRECT: The sparkly-writing on this backpack is eye-catching.
 - Use an em dash (an em dash is an extended hyphen, as seen below) to emphasize a fragment thought within or after a complete sentence.
 - Ex. Because of the small print, readers would lose interest quickly – and so would you.
 - Avoid unnecessary dashes when traditional language will do.
 - CORRECT: Available in black and white
 - INCORRECT: Available – black and white.
- **Semi-Colons**
 - Use a semi-colon to separate two related but independent clauses.
 - These shoes will fit your needs for running spikes; however, you will still need running shoes to wear off the track.

- **Colons**
 - Use a colon to introduce a list after an independent clause that ends in a noun. Colons should also be used in listings and descriptions.
 - Ex1. These shoes are available in three colors: red, black and brown.
 - Ex2. Available colors: black and brown
 - Ex3. Weight: 8.2 ounces
- **Apostrophes**
 - Use an apostrophe to indicate possession.
 - Singular Nouns: Nike's, Reebok's
 - Plural Nouns: Your teams' best shoe option
 - Do not use an apostrophe for possessive pronouns (mine, yours, his, hers, its, ours, theirs), or for the possessive form of it – the possessive form of it is "its" not "it's" ("it's is a contraction for the words "it is")
 - CORRECT: This is its best running shoe.
 - INCORRECT: This is it's best running shoe.
 - AVOID excessive apostrophe use.
 - CORRECT: We carry shoes from Nike, Reebok and Saucony.
 - INCORRECT: We carry Nike's, Reebok's and Saucony's shoes.
- **Multi-Word Terms**
 - For multi-word terms and descriptions (Ex. heat resistant, slip resistant, comfort guarantee, electrical hazard, etc.) neither word should be capitalized unless it is the beginning of a sentence, in a title or is a proper noun.
 - If the term is being used as an adjective and DOES immediately precede the noun it is modifying, DO hyphenate.
 - Ex1. These slip-resistant sneakers from Shoes for Crews are supremely comfortable.
 - Ex2. Heat-resistant rubber is great for a workplace where sparks are flying, but we would suggest boots that are fire retardant if you're going to be working near fire.
 - If the term is being used as an adjective BUT DOES NOT immediately precede the noun it is modifying, then DO NOT hyphenate.
 - Ex. These shoes are heat resistant.
 - If the term is being used as a noun DO NOT hyphenate.
 - Ex. There is a comfort guarantee with these hiking boots.

Sentence Spacing

- One space after periods, NEVER use two spaces unless it is necessary for reading and clarity (which is unlikely).

Numerals

- If not stated otherwise below, ALWAYS SPELL OUT WHOLE NUMBERS between zero and nine.
- ALWAYS use numerals for decimals, fractions and numbers 10 or larger.
- When referring to 0 (zero), spell out when it is necessary for clarity.

- **Heights and Lengths**

- When describing the height or length of a feature (such as the height of a boot, wedge, drop or heel), use numerals and hyphenate when the length is NOT the end of the sentence or statement
 - CORRECT: 2.5-inches, 1-inch
 - CORRECT: These 1-inch heels will give you a little boost that can help get you noticed.
 - CORRECT: The 13-mm heel-to-toe drop on these runners...
 - INCORRECT: 2.5", 1", 3 inches, four-inches, one inch
- For heights, lengths and weights, ALWAYS use the plural form of the measure unless the unit is EXACTLY one
 - CORRECT: 1-inch, 0.1-inches, 1.09-ounces
 - INCORRECT: 1-inches, 1.25-inch, 0-inch
- When writing in complete sentences, do NOT hyphenate when the numeral and unit do NOT immediately precede what they are describing.
 - Ex1. The weight of these shoes is 9.2 ounces.
 - Ex2. The heel-to-toe drop on these runners is 13 mm.
 - Ex3. These shoes weigh only 5.6 ounces, making them very lightweight.
- Do NOT hyphenate when the numeral and unit are standing alone
 - Ex1. 9 ounces
 - Ex2. Weight: 7.3 ounces
 - Ex3. Heel-to-toe drop: 7 mm
- If there is a numeral that is between zero and one (0.25, 0.67, 0.5), place a zero before the decimal.

- **Fractions**

- AVOID fractions if at all possible, only to be used if decimals would exceed three digits or because using a decimal would be unclear. If the decimals repeat, round to the nearest three after the decimal (Ex. .111).
- Using simple fractions is acceptable (Ex. one-third, three-eighths, one-half, two-fifths) ONLY if it prevents using decimals that are not easily recognizable or that are lengthy.
 - Use 1/8, not 0.125
 - Use 1/3, not 0.333
 - Use 4/5, not 0.8
 - Use 2 2/3, not 2.667
- When a fraction is preferred (Ex. one-third, three-eighths, one-half, two-fifths), use only numerals with a space between the whole number and the fraction, do NOT write it out
 - CORRECT: 2 3/8-inches, 1 2/5-inches, 4.5-ounces
 - INCORRECT: 2.375-inches, 1.4-inches, 4 1/2-ounces, four-and-one-half ounces
 - Remember: If a decimal is easily recognizable, then still use the decimal

- For numbers 1 million or greater, use a numeral followed by the descriptor of the magnitude spelled out
 - CORRECT: 7 million, 13 billion, 489 quintillion
 - Tip: Think of the number as if it were written out in numeric form. For example, 13 million would be 13,000,000. With that in mind, use numerals for everything before the first comma – “13” in this case – and then spell out the following word to identify the size – “million” in this case – which leaves our number: 13 million.
- Sentences can begin with a numeral or digit (CORRECT: 16 pick-a-color inserts are available; INCORRECT: Sixteen pick-a-color inserts are available.), although this is contrary to AP Style.
- **Ages**
 - ALWAYS use numerals when indicating ages (Ex. 7 years old, 4-year-old shoe, She is 17.)
 - Hyphenate “-year-old” if the term is being used as an adjective
 - Ex. These 5-year-old boots will still hold up.
 - Do NOT hyphenate “year old” when the term is being used as a noun.
 - Ex1. 5 year olds will love these sneakers.
 - Ex2. This style is 17 years old.
 - Ex3. There is an 82 year old.

Terminology

Many of the brands we sell have unique terms or phrases that describe a feature of the shoes made by the manufacturer of the brand. For example, many New Balance shoes feature Abzorb cushioning. When using those terms or phrases in our website descriptions, it is important to use them in a manner that is consistent with how it is used by the brand; just as it is important to provide the full and correct name of the shoe. The following list contains a number of the terms and provisions that you may want to use. It is by no means comprehensive, but just a helpful catalog for reference. Most of the stylization for styles and shoe names can be obtained via a quick Google search of the brand's website.

10-Cell Bubble – Hyphenate *10* and *Cell* then a space before *Bubble*, capitalize *Cell* and *Bubble*; *Bubble* can be omitted for space or clarity; Puma shock-absorbing technology, usually found in the heel

4D Foam footbed – Capitalize *D* in *4D* and *Foam*, do NOT capitalize *footbed*, do NOT hyphenate anything; formfitting insole from Under Armour

Abzorb – Capitalized, no hyphens or spaces, do NOT capitalize every letter; patented rubber and foam combo by New Balance, used primarily in midsoles for “cushioning and compression”, lowercase *crash pad* if it follows *Abzorb* (Ex. Abzorb crash pad); NOT moisture- or water-absorbing or -repellant or anything else of the sort

Adidas – Capitalized, NOT *adidas*; this is contradictory to the company's preferred branding.

AdiLight – one word, capital *A* and *L*, NOT *AdiLite*; line from Adidas

airmesh / Air Mesh / air mesh / AirMesh – Varies by company, confirm for each

Ankle Loc – Two words, both capitalized; lower leg security from Nfinity

anti- – Apply the same rules as “Non-”

- Exceptions: antimicrobial, anticlimactic

Aosta – one word, capitalized; type of rubber from K-Swiss

APX extreme absorption polymer – four words, *APX* in all caps, all else lowercase, can be shortened as necessary (Ex. APX polymer is used in the footbed.); shock-absorbing compound from Keapa

Arch Support Comfort – three words, all capitalized; heel support and cushioning from Streetcars

ArmourBound – one word, capitalize *A* and *B*; midsole from Under Armour

AT – Initialism for *All Terrain*, avoid using for clarity, hyphenate with following word when *AT* modifies another adjective and not the noun

- Ex. “The AT-tread outsole gives you a sturdy grip on the trails.”

barefoot – One word

beefroll – one word, lowercase EXCEPT when in the title of a shoe; visible stitching on the shoe's toe box resembling the look of beef tied with cooking string

bellow tongue – two words, lowercase; type of folded tongue that helps with waterproofing

BioMoGo DNA – Capitalize *B*, *M* and *G* of *BioMoGo* then a space before *DNA* in all caps, NEVER hyphenate; sometimes seen separated as *BioMoGo* and *DNA* individually where the same capitalization and spacing rules apply for each term; cushioning material blend from Brooks, BioMoGo is the first biodegradable midsole according to Brooks

BioniQ – One word, capital *B* and *Q*, do NOT capitalize “technology” if it follows BioniQ; knee and foot support from Nfinity

blucher – lowercase; similar to Derby shoes, vamp made from single piece of leather

board-lasted – hyphenated, all lowercase; all-around and versatile type of rock climbing shoe, looser fit than slip-lasted

BOUNCE – All caps; midsole from Adidas

bounceback, bounce-back, bounce back – one word when being used as a noun (Ex. The Chuck Taylor brand has experienced a bounceback in recent years.); hyphenate when being used as an adjective (Ex. These shoes include bounce-back qualities.); two words when being used as a verb (Ex. Bounce back into the swing of things with these orthopedic sneakers.)

BRAVO – All caps; abrasion-resisting synthetic upper from Adidas

Breakthru – One word, capitalized; shoe from Saucony

brogue – see “wingtip”

Bzees – Capital *B*, lowercase *zees*, NEVER omit the *s* even if the term is being used as a singular, do NOT add a space or hyphenate; line from Naturalizer

cashmere – one word; not to confused with Kashmir, a region where cashmere is commonly made

C-Cap – Capitalized first letters and hyphenated, do NOT capitalize every letter; lightweight midsole, patented by New Balance

clay court – two words, lowercase, NEVER hyphenated; type of tennis court made of clay

ClimaCool – one word, capitalize both Cs; sometimes shortened to CC, never use Cc; ventilating technology from Adidas

ComfortDry X-40 Sockliner – *ComfortDry* is one word, capital C and D, X-40 is always hyphenated, capital X, never spell out 40, *Sockliner* is only capitalized when it follows X-40 (CORRECT: “ComfortDry sockliner” OR “ComfortDry X-40 Sockliner”); foam cushioning from Asics

compression-molded – hyphenated when used as an adjective (Ex. The compression-molded EVA midsoles on these sandals are durable.)

crash pad – Usually two words, lowercase, sometimes capitalized when in proper titles as listed below; see “Segmented Crash Pad” if from Brooks

crisscross – one word, all lowercase EXCEPT when in a title

Croslite – One word, capitalized; the closed-cell resin that Crocs are made from

cross trainers – two words, lowercase, usually NOT hyphenated; hyphenated when being used as an adjective (Ex. These cross-trainer shoes are comfortable.)

Cushion Soft – two words, both capitalized; footbed from Clarks

cut-out / cutout / cut out – hyphenated if adjective (Ex. The cut-out uppers of...); one word if noun (Ex. The polyurethane cutouts in these...); two words if verb (Ex. Cut out the chances of your competitors with...)

cutouts – one word, NOT hyphenated

D'Lites – Capital D and L and NEVER skip the apostrophe; NEVER omit the s in “Lites” even when being used as a singular, rewrite sentence/statement as a plural if necessary for clarity; a Skechers walking shoe brand

Derby shoes – Capitalized, plural = *Derbies*, plural should be avoided to prevent confusion use “Derby shoes” instead; Derbies are characterized by quarters with shoelace eyelets that are sewn on top of the vamp. This construction method – also known as “open lacing” – is what separates the Derby shoe from the Oxford; Gibson may be used interchangeably with Derby and follows the same rules, plural = Gibsons, but both are distinct from the **Blucher** shoe.

Dribbletex – one word, capitalized; Adidas weather resistant gripping texture in soccer shoe uppers.

Dri-Release – Hyphenated, capitalize D and R; moisture-wicking technology from Wigwam

Dryz – One word, capitalize; moisture; comforting, shock-absorbing, moisture-trapping insoles

DST – all caps initialism; type of foam used by Wilson, differentiated but similar to **RDST**; DST and RDST are oftentimes found together

DuoMax – one word, capital *D* and *M*, all else lowercase; trademarked by Asics, high-density EVA that helps overpronators stabilize

DuraFresh – One word, capital *D* and *F*; odor protection from Bogs made with EVA

Dynamotion Fit – Both capitalized, NEVER hyphenated; A Mizuno patented upper, constructed with Mizuno Flex Eyelets and Stretch Mesh; designed to mirror the foot's natural movement during running, resulting in a second skin-like feel.

easy-on / easy-off / on-and-off / on and off – Hyphenate *easy-on* and *easy-off* when being used as an adjective or noun, (Ex1. The easy-on heel tab provides an easy-on for these runners. Ex2. The loose fit on these moccasins makes for an easy-off when it's time for bed.), *easy-on* and *easy-off* should NEVER be used as a verb and NEVER be two words; hyphenate *on-and-off* when being used as an adjective (Ex. The easy on-and-off wear of these sneakers make them a good choice for everyday wear.), three words when being used as a verb (Ex. Take these shoes on and off easily thanks to the loose-fitting strap.); Ex. *easy-on and off*, NOT *easy-on-and-off*, NOT *easy-on and -off*

eBay – one word, ALWAYS lowercase *e* even at the beginning of a sentence, capital *B*

e-commerce – hyphenated, all lowercase

electrical hazard rated, EH-rated – when using full term do NOT hyphenate, all lowercase; when using abbreviation, capital *E* and *H* then hyphenate, do NOT capitalize “rated”

email – lowercase, no hyphen

E-Nergy – Do NOT use; Antiquated midsole technology from New Balance for walking shoes

EVA – Initialism for the polymer *ethylene-vinyl acetate*. Use EVA whenever possible, avoid use of the full name.

Explore24 collection – capitalize *Explore*, no space between *Explore* and *24*, do NOT capitalize collection; line from Easy Spirit

Fan Wave – Two words, both capitalized, NEVER hyphenated; Type of build, specifically within the midsole, in several Mizuno shoes, specifically for overpronators

FashIN – One word, capitalize *F* and *IN*; ONLY used in titles and name of shoe; line from Puma.

Fastwitch – One word, capitalized; shoe from Saucony

FitFlop – One word, capitalize both *F*s; flip-flop brand

FlexFilm – One word, capitalize both *F*s; material used by Saucony

Flip'N Fly – two words, no space between *Flip* and the apostrophe before the *N*, apostrophe points towards the *N* not the *Flip*, space between *N* and *Fly*, both *F*s and *N* capitalized; cheer shoe from Asics

flip-flops – Hyphenated

FluidFit – One word, capitalize both *F*s

FluidRide – One word, capitalize *F* and *R*; an Asics midsole

Flywire – One word, capitalized; thread made of Vectran or nylon in uppers from Nike

Forefoot – See GEL-cushioning

full-grain leather – all lowercase, hyphenate *full-grain* and space before *leather*

Gear Box – Both capitalized, two words

GEL-cushioning – ALWAYS hyphenate, capitalize all of *GEL* and lowercase all else; with other terms starting with *GEL-* apply the same rules, except capitalizing the word that replaces “cushioning” may be capitalized in cases of proper nouns/shoe names (Ex. GEL-Nimbus, GEL-Quantum 360, GEL-DS Racer); trademark of Asics, shock absorbing material

- *Forefoot GEL-Cushioning System* and *Rearfoot GEL-Cushioning System* are Asics designs that employ GEL-cushioning technology; Capitalize each word including “Cushioning”, do NOT capitalize the *f* of *foot* in “Forefoot” and “Rearfoot”

Geofit – one word, capitalized; padded heel collar made with memory foam from Adidas

ghillie shoes – lowercase; soft shoes, similar to ballet, commonly seen as dance shoes, usually leather, characterized by criss-crossing over the top of the foot

Gibson – See “Derby shoes”

glow-in-the-dark / glow in the dark – hyphenate when being used as an adjective (Ex. These glow-in-the-dark sneakers...); four words when being used as a verb or noun (Ex. These shoes even glow in the dark!)

GOair – Capital *GO* and lowercase *air*, one word, capitalization and spacing NEVER changes regardless of context; line from Skechers

Goga Mat insoles – Capitalize first letter of *Goga* and *Mat* and NEVER hyphenate; high-rebound cushioning footbeds by Skechers

- Note: Although many publications capitalize the *GO* of *Goga*, Skechers does not and thus the parent company's styling is followed

GORE-TEX – Hyphenate, all caps; waterproof membrane

GOrun – Capital *GO* and lowercase *run*, one word, capitalization and spacing NEVER changes regardless of context; line from Skechers

GOwalk – Capital *GO* and lowercase *walk*, one word, capitalization and spacing NEVER changes regardless of context; line from Skechers

GRID System – two words, all caps for *GRID* and capitalize *System*; do NOT capitalize preceding word/modifier, oftentimes “heel” as in “heel GRID System”; Saucony's cushioning in running shoes

GT— Capitalize “GT” then hyphenate; line of shoes from Asics including *GT-1000*, *GT-2000* and *GT-3000*

HALO technology – two words, *HALO* is all caps, *technology* is lowercase; stunting control from Nfinity

handcrafted – one word, NEVER hyphenate or add a space

handsewn – one word

Happy U – Two words, capitalize both, do NOT capitalize rubber as in *Happy U rubber*; sponge rubber outsole from Sanuk

hard court – two words, lowercase, NEVER hyphenated; type of tennis court made of synthetic materials

heat-resistant / heat resistant – See “Multi-word Terms” under Grammar in the Rules section

- To be considered *heat resistant* an outsole must be able to resist at least 300-degrees Fahrenheit for one minute. If a sole is ranked on a scale of “Good, Better, Best, etc.” then a shoe can only earn a title if it has achieved a “Best” ranking, unless the minimum temperature is achieved by the “Better” outsole.

heel sling – two words, lowercase; strap running behind foot, typical of womens sandals

heel-strike / heel strike – HYPHENATE when being used as a noun, two words when being used as a verb

- Ex1. These shoes will guide your foot through the running stride, from heel-strike to toe-off.
- Ex2. Heel-strike could be the most crucial action in running.
- Ex3. Cushioning in the rear of these shoes will protect you when your heel strikes the ground.

high top / low top / mid-top – two words, lowercase, NEVER hyphenate EXCEPT for *mid-top*, hyphenate *hi-top*, *lo-top* and other similar shortenings; can be shortened to *HT*, *LT* and *MT* if the meaning is not lost.

Hi-Tec – Both capitalized, hyphenated; also owns Magnum Boots

hook-and-loop fastener – hyphenate for *hook-and-loop*, then space before fastener, all lowercase; generic term for Velcro, NEVER use “Velcro” unless it is explicitly stated that Velcro is used, in which case “Velcro” should be used and “hook-and-loop fastener” should NOT be used

HybridTouch – one word, capital *H* and *T*; lightweight synthetic leather from Adidas

HydroTrak – One word, capital *H* and *T*; outsole found in North Face

IBR – all caps, on spacing or hyphens; initialism of Injection Blown Rubber; injection blown rubber from Saucony that claims to be 33-percent lighter than standard blown rubber and provides triple the cushioning

IMEVA – *IMEVA* is in all caps with no hyphens; patented, lightweight, injection molded EVA midsoles from New Balance

In-Board Compression – hyphenate then space, all three capitalized; type of molded EVA that cushions

Infinity Wave – Two words, both capitalized, NEVER hyphenated; Type of build, specifically within the midsole, in several Mizuno shoes, providing additional cushioning

instep – one word, lowercase; the part of the foot where the foot meets the lower leg (a.k.a. anterior ankle)

IntelliTemp – One word, capitalize first *I* and *T*; insulating technology

internet – lowercase

Iron Age – both capitalized, two words

Ironbridge – capitalized, one word; work shoe brand owned by Doc Martens

ISOFIT – all caps, one word; upper from Saucony

jersey liner, jersey-lined – two words, lowercase when used as a noun (Ex. Jersey liner surrounds the foot in these sneakers.); hyphenated, lowercase when used as an adjective (Ex. The jersey-lined uppers of these sneakers are fashionable and soft.); a type of knit fabric

Kimono tongue – two words, capital *K*, all else lowercase; a “tongue fit system” from Asics

K-Swiss – Hyphenated, Capitalize *K* and *Swiss*

lace-up / lace up – lowercase; hyphenate when being used as an adjective (Ex. “lace-up design” “lace-up boots”) or as a noun (Ex. These lace-ups are essential for any working man’s collection.); two words when being used as a verb (Ex. Lace up these sneakers for a day of fun.)

LifeStride – One word, capitalize *L* and *S*

life style shoes –two words, lowercase except in titles of shoes; Rogan’s Shoes uses “life style” as opposed to the market and dictionary standard “lifestyle”

Litewalk – one word, capitalized; line of walking shoes from Easy Spirit

long-lasting – hyphenated, lowercase

LunarEclipse – One word, capitalize the first *L* and the first *E*; running shoe from Nike

LunarGlide – One word, capitalize the first *L* and the *G*; running shoe from Nike

LunarLaunch – One word, capitalize the first and second *L*; running shoe from Nike

LunarSpeed – One word, capitalize the first *L* and the *S*; running shoe from Nike

LUVSEAT PU – two words, all caps, NOT “LOVESEAT”; patented polyurethane from Chaco

man-made – Hyphenated, lowercase, NEVER use manmade; try to avoid using man-made, as more specific and substantive descriptors can usually be used.

Mary Jane(s) – Both words are ALWAYS capitalized and NEVER hyphenated; (1) *Mary Janes* should be used as the plural noun, (2) singular *Mary Jane* should be used as an adjective; for possessives, *Mary Jane’s* OR *Mary Janes’* (more commonly *Mary Janes’* as using the singular possessive should only occur in rare sentence structures)

- Ex1. These Mary Janes are supremely comfortable.
- Ex2. The Mary Jane strap is a traditional look and has been worn by boys and girls throughout history, although it is primarily a feminine style nowadays.
- Ex3. Did you know that Mary Jane shoes used to be customarily worn by both boys and girls, although very few males wear them now?

MasterCard – one word, capital *M* and *C*

Max-Wick – Hyphenated, capital *M* and *W*; moisture-wicking lining from Bogs

memory foam – two words, lowercase except in cases of branded or copyrighted titles of products/features (Ex. You'll never want to take off your Dr. Scholl's Curry Memory Foam Walking Shoe thanks to the memory foam insoles that will keep your feet comfortable and healthy all day.)

met-guard – lowercase, hyphenated; shortened term for *metatarsal guard*, only use *metatarsal guard* on first reference, using *met-guard* is also acceptable on first reference, can be replaced by initialism of *MT* on following references

Micro G – do NOT hyphenate, capitalize *Micro* and *G*; foam from Under Armour, claims to be lighter and stronger and bouncier

Microban zinc – two words, capitalize *Microban*, lowercase zinc; additive to Teva shoes, making them more eco-friendly and fight odor

Microwobbleboard – one word, capitalized; midsole from FitFlop

moisture-wicking – hyphenated, lowercase; not waterproof, but still a form of keeping liquid off of foot; Note: "wick away" or "wicks away moisture" would NOT be hyphenated

M-Select – hyphenate *M-Select* then, if another term follows, a space and the term in all caps; line of technologies from Merrell including *M-Select MOVE* and *M-Select FRESH*

multi- – Apply the same rules as "Non-"

- Exceptions: multidirectional, multiethnic, multilayer, multistep, multitask, multiyear

NDurance – Capital *ND*, everything else is lowercase; Patented durable blown rubber outsole from New Balance

Neo-Tech – Hyphenate, capitalize both; Waterproofing and insulating technology from Bogs

N-Ergy – Do NOT use; Antiquated midsole technology from New Balance for walking shoes

NfiniFit – one word, capitalize first *N* and *F*; natural fit from Nfinity

non- – This prefix should be followed by a hyphen, not a space or lack thereof unless removing the hyphen would be an actual word (Ex. nonabrasive, nonabsorbent, nonstop, etc.). The term that the "non-" is modifying should ALWAYS be lowercased, unless it is a proper noun. "Non-" should only be capitalized if it is the beginning of a sentence, even if it precedes a proper noun or otherwise capitalized word. For exceptions, follow Webster's College Dictionary.

- Notable exceptions: nonabrasive, nonathletic, nonissue, nonbinding, nonsense, nonsensical
- Ex: Non-marking outsoles make this non-metallic, non-safety toe working boot one of KEEN Utility's best.

nVision – one word, lowercase first letter even at the beginning of the sentence, capital *V*; tennis shoe style from Wilson

Omega Flex Grooves – Three words, all capitalized; outsole design from Brooks

Omni-Grip, Omni-Heat – Capitalize first letter of both, hyphenate; line of technology from Columbia

Opanka – Capitalized; do NOT use *Opanka* unless it is explicitly stated that the shoe was made using “Opanka” stitching, construction, etc., as Opanka is NOT synonymous with hand-stitching

OrthoLite – One word, capitalize first *O* and *L*; insoles

OutDry – One word, capital *O* and *D*; waterproof construction from Columbia

Oxford(s) – ALWAYS capitalized; plural of *Oxfords* should only appear when only the word “Oxfords” is standing for the entire noun (CORRECT: Oxfords are classy. INCORRECT: Oxfords shoes are classy.)

Papillio – One word, capitalized; line of shoes and footbed from Birkenstock

Parallel Wave – Two words, both capitalized, NEVER hyphenated; Type of build, specifically within the midsole, in several Mizuno shoes

peep-toe – Both are NEVER capitalized and ALWAYS hyphenated; hyphenated when used as an adjective (Ex. these peep-toe sandals)

Phantom Liner – Two words, both capitalized, NEVER hyphenate; New Balance inner-lining that is made with comfort in mind by minimizing seams

Phylon – One word, capitalized; type of midsole — essentially synonymous with Twice Foam EVA midsole

Pillow Cushion insoles – Copyrighted brand of footbeds/insoles

Power Lite – two words, both capitalized, do NOT spell “Lite” as “Light”; cheer shoe brand

PowerFit – One word, capital *P* and *F*; comfort system from Timberland

Powerfoam – One word, capitalized; foam used in Saucony's PowerGrid technology

PowerGrid – One word, capital *P* and *G*; an umbrella term for many of Saucony's GRID technologies

PRO-LOCK – all caps, hyphenate; Saucony system that adjusts to different volumes of foot and instep

-pronators

- **pronation** – Minor movement of the foot in the walking/running gait from outside to center. Good pronation is important for shock absorption. There are generally three types of “pronators” listed below.
 - Note: “pronator” is not a word.
 - **normal pronators/pronation** – Someone who “pronates” normally/the correct way, with the outside of the heel making contact with the ground first before rolling about 15 percent inward so that the entire foot makes contact with the ground, allowing the entire front of the foot to push off of the ground evenly.
 - **Overpronator/pronation** – Outside of the heel makes contact with the ground first — the “correct” way — but then the walker's/runner's weight shifts more than the ideal 15 percent, leaving mainly the big toe and its adjacent toe and muscles to do the work of pushing off into the next stride, rather than distributing the work evenly.

- **underpronator/pronation** – Again, the outside of the heel makes contact with the ground first — the “correct way” — but then the walker’s/runner’s weight shifts less than the ideal 15 percent, leaving the outer part of the foot to do the work of pushing off into the next stride, rather than distributing the work evenly.
 - Synonym: supinator – Do NOT use “supinator”

PU – Both ALWAYS capitalized; initialism for polyurethane

PureCadence – One word, capitalize *P* and *C*; line from Brooks

PureConnect – One word, capitalize *P* and *C*; line from Brooks

PureFlow – One word, capitalize *P* and *F*; line from Brooks

PureGrit – One word, capitalize *P* and *G*; line from Brooks

Puremotion – One word, capitalized; midsole from Adidas

push-off / push off – Follow same rules as “heel-strike / heel strike”

quarter panel – two words, NOT hyphenated, same rules apply for “half panel”, “full panel”, etc.; area at the top of the vamp

QuickChase – One word, capitalize *Q* and second *C*; shoe from Reebok

RDST – see “DST”

RealFlex – One word, capitalize *R* and *F*; line from Reebok

rear finger notch – three words, no hyphens, all lowercase; helps with stunting in cheer shoes

rearfoot – Lowercase except for when used in titles, as seen with “Rearfoot GEL-Cushioning System”

Reef-Flex – Hyphenated, both capitalized; Reef’s copyrighted triple-density EVA construction with anatomical arch support

Reezig – One word, capitalized; line from Reebok featuring *Zigtech* soles

relaxed fit – two words, lowercase EXCEPT when describing Skechers *Relaxed Fit* cushioned insole, then two words capitalized

Rocket Dog – two words, NOT hyphenated, both capitalized; shoe brand

Rollbar – Capitalized, one word, do NOT capitalize every letter; Graphite material that prevents “rear foot movement”, patented by New Balance

RunDry – One word, capitalize *R* and *D*; lining that wicks away moisture from Saucony

sateen – one word, lowercase; a fabric

seam-sealed – hyphenated, all lowercase; type of construction

Secure-Fit – Hyphenated, capitalize *S* and *F*; customizable fit technology from Keapa

Segmented Crash Pad – Three words, all capitalized; shock-absorbing cushioning from Brooks

Shoc Pad – Two words, both capitalized, “Shoc” not “Shock”, NEVER hyphenate; patented shock-absorbing heel from Teva

Shock Spring technology – *Shock* and *Spring* capitalized, *technology* lowercase, NO hyphens; K-Swiss heel cushion

shock-absorbing – ALWAYS hyphenated, NEVER one word, lowercase; use hyphen when term is being used as an adjective; if being used as a noun DO NOT use “shock-absorbing” or “shock-absorbent” but rather use “shock absorption” (two words, NEVER hyphenated, lowercase; Ex. This shoe has shock absorption.); AVOID using “shock-absorbent” and “shock absorption” unless goal is diversifying SEO terms or avoiding excessive repetition of “shock-absorbing”

side buckle – two words, both lowercase, NEVER hyphenated

slingback – one word, lowercase

slip-lasted – hyphenated, all lowercase; type of rock climbing shoe, tighter fit than board-lasted, primarily used for bouldering and sport climbing

slip-on / slip on – HYPHENATE when used as an adjective or noun, two words when used as a verb, NEVER one word, only capitalized when part of a name/title; if it is a plural noun: slip-ons

- Ex1. These slip-on shoes are comfy.
- Ex2. Slip on these super cool slip-ons if you're raring for a good time.
- Ex3. The Rocket Dog Willow Womens Slip-On Life Style Shoes are stylish and comfortable, perfect for a casual date or a night out on the town.
- Ex4. This slip-on is as easy on the eyes as it is on your foot.
- Ex5. If you're looking for a new pair of slip-ons, these shoes should definitely be considered.

sockliner, sock-lining – always lowercase, interchangeable, *sockliner* preferred

Soft Touch – two words, both capitalized; Keapa technology

Softspots – one word, capitalized, NOT “SoftSpots”; sandal brand

SoftSystem – One word, capitalize both Ss; comfort technology from LifeStride

Solyte – one word, capitalize; lightweight midsole from Asics

Space Trusstic System – See “Trusstic System”

Speed Ride technology – Capitalize *Speed* and *Ride*, do NOT hyphenate, do NOT capitalize *technology* if it follows *Speed Ride*; New Balance, adds maneuverability to foot/shoe

SpeedFoil – One word, capitalize *S* and *F*; synthetic rubber from Adidas found in soccer cleats

SpeedForm – One word, capitalize *S* and *F*

SpEVA – Capital *S* and *EVA*, lowercase *p*, do NOT hyphenate “SpEVA midsoles”; EVA midsoles from ASICS, durability focused

Spider Original rubber outsole – Capitalize *Spider* and *Original*, never capitalize *rubber* or *outsole*, if there is another descriptor in place of *Original* (Ex. Spider 365 rubber sole) then it will most likely be capitalized as well, NEVER hyphenate or omit the space between “Spider” and the following word; traction outsole from Teva, “Spider” is the type of rubber

Springpad – one word, capitalized; elastic heel cushion from Keapa

SR Touch – *SR* and *T* capitalized, NEVER hyphenated; An advanced lightweight cushioning material that absorbs shocks and keeps the transition smooth and fast due to its quick rebound properties

stock number: Two words, both lowercase; do NOT hyphenate; do NOT replace “number” with “#” unless reducing characters/space is absolutely necessary; ALWAYS include the entirety of the stock number — including letters — although omitting the final letters or numbers of lengthy stock numbers CAN be allowed (but is still not advised) if the remaining numbers/letters are enough to fully identify the exact shoe, such as when the last digits ONLY denote the color of a style. When being used in a listing, place a colon after “number” (Ex. Stock number: BH90210); the colon is not necessary when “stock number” appears within a sentence. (Ex. The stock number is BH90210.)

Strike Path rubber outsole – Capitalize *Strike* and *Path* as two words, do NOT capitalize *rubber outsole* or similar terms if they follow “Strike Path”; patented outsole from New Balance

Sunbrella – one word, capitalized; textile/fabric, found in Sanuks

SUPERCLOUD – one word, all caps; sandals from Adidas

Support Frame – Two words capitalized ONLY when referring to technology used by Saucony to strengthen uppers

T.I.D.E. Seal – Capitalize all of *T.I.D.E.* with periods following each letter, capitalize *Seal*; waterproof membrane from Teva, stands for Teva Innovative Design Elements

Tech Mesh / Tech-Mesh / tech mesh / tech-mesh – Varies by company, confirm for each

Teclite – One word, capitalize *T*; midsole from Columbia, “high energy return” and cushioning

terry cloth – two words, lowercase, NEVER hyphenated; an absorbent fabric

toe-off / toe off – Follow same rules as “heel-strike / heel strike”

Torsion plate – Capitalize *Torsion*, lowercase *plate*; Adidas’ innovative lightweight shank in athletic shoes

TouchUp – One word, capitalize *T* and second *U*; cheer shoe from Keapa

TPR – All three ALWAYS capitalized; initialism for thermoplastic rubber

TPU – All three ALWAYS capitalized; initialism for thermoplastic urethane, do NOT capitalize “thermoplastic urethane”

Traxion – one word, capitalized, oftentimes followed by *FG*, both letters of which should be capitalized (CORRECT: Traxion FG); type of cleats from Adidas

TrekSport – One word, capitalize the first *T* and *S*; shoe from Vibram

Trusstic System – Two words, both capitalized; “Space Trusstic System” is a variation of the Trusstic System, they are NOT synonymous; midfoot technology from Asics, helps with propulsion

tucker board – two words, lowercase

tumble toe – two words, lowercase; specialized toe for tumbling, common in cheer shoes

u4ic – All lowercase, even if at the beginning of a sentence. AVOID using at the beginning of a sentence. Should be followed by the word “midsole”, as u4ic is not a commonly known proper noun (Ex. The u4ic midsoles on these Mizuno running shoes will help you feel good throughout your run and keep you feeling good so you can hit the trails again tomorrow.); A patented midsole from Mizuno.

Unionbay – One word, capitalized, do NOT capitalize the *b* in bay

Unlisted – One word, capitalized; owned and created by Kenneth Cole brand

Velcro – ALWAYS Capitalized; NEVER use unless it is actually known to have been made by the Velcro company, instead use the generic “hook-and-loop fastener”

V-RO – Hyphenated, all caps; line of cheer shoes from No Limit

V-Stride – Capital *V* and *S*, ALWAYS hyphenate; outsole technology from Skechers

vulcanized – one word, lowercase; how some shoes/soles have been made through a heating process, typical of Vans construction

Wave Rider – Two words, both capitalized, NEVER hyphenated; line of running shoes from Mizuno

Wave-Siping – Hyphenated, both capitalized; Sperry trademarked traction outsoles

wingtip – one word, lowercase; wingtips are similar to brogue (lowercase) shoes, but are not synonymous. Shoes with wingtips have brogue styling that covers the toe as well as along the sides of the leather (the wings). Wingtip shoes are synonymous with full-brogue shoes. Brogue is specifically the styling and can cover the shoe extensively – like with wingtips – or just partially, as seen with semi-brogue, quarter brogue, and longwing brogue shoes, as well as brogue closures.

work shoe – two words, lowercase, NEVER one word

X10 – Capital *X* and no space or hyphen before *10*, do NOT capitalize *rubber* or any other term if it follows “X10”; durable and traction rubber for Mizuno outsoles

X-Static – Hyphenate, capitalize both; odor battling and bacteria/fungi killing fabric

XT-900 – Capitalize *X* and *T*, hyphenate; rubber compound from Saucony

Z Dual Ride – *Z* stands alone, *Dual* and *Ride* are two words, capitalize all three; shoe from Reebok

ZigNano – One word, capitalize *Z* and *N*; subline of *Reezigs* from Reebok

ZigQuick – One word, capitalize *Z* and *Q*; subline of *Reezigs* from Reebok

ZigTech – One word, capitalize *Z* and *T*; technology for *Reezig* soles from Reebok

zip-up / zip up – Follow the same rules as “slip-on / slip on”