

YouVersion

Brand Identity · Voice & Tone

YouVersion Glossary

Glossary

26 terms

Badge	Rewards for subscribing to and completing Plans, making Notes, sharing the Bible App, sharing a verse, and completing Daily Refresh. Associated with various challenges and in-app activities. Always capitalize the feature name.
Bible	Always capitalized.
Bible App for Kids	When writing about any of our products, make sure you write out the full name, and not the acronym.
Bible App Lite	A YouVersion product. This lite version of the Bible App doesn't use a lot of data or take up much phone storage space. Available offline. It's targeted mainly at digitally developing countries. Always capitalize the product and use all words together. Never truncate externally.
Bible App; the Bible App	Bible App is a product that should always be capitalized. "Bible" and "App" are always used together. When used in a sentence, always put "the" before Bible App.
Bible Publishing Partner	Term used to describe a subset of our Partners. Always capitalize when using these words together as a proper noun. You can also substitute this term with: "Bible Publishers".
Bible Reader	Our Community will find all Old and New Testament books to study, highlight, take notes on, create images, and share with others.
Bookmarks	A feature within the Family of Apps and therefore always capitalized.
Content Partner; Partner	Term used to describe a subset of our Partners. Always capitalize when using as a proper noun.

Discover	A feature where Community members can search for Plans, Partners, Churches, Verses, Images, and Videos.
Events	Partners can create an Event through their YouVersion Connect account. Community members can access the Event to follow along with talking points and take notes.
Family of Apps	Term used to talk about the group of apps that fall under the YouVersion organizational umbrella: Bible App, Bible App Lite, Bible App for Kids, and any B2C products that we create. Always capitalize this title and never use an abbreviation externally.
Friends	You can add and interact with Friends in the Bible App. We capitalize this word when referring to the app feature.
God's Word; Bible; Scripture	Always capitalize.
Guided Scripture	Guided Scripture provides teachings and interactive content centered around the Verse of the Day.
Highlights	Always capitalize if referencing the feature in our Family of Apps.
Jesus; God	Always capitalize, and capitalize any pronouns referring to God or Jesus.
Kid's Bible Experience	Housed within the Bible App, Kids Bible Experience is a Guided Scripture-like experience designed for older kids and preteens to connect with God every day.
Plans	Biblically-based, multi-day devotionals written by Partners. This is an app feature, so it's always capitalized.
Prayer Card; Guided Prayer; Prayer	A 3-5 minute contemplative prayer experience that guides our Community through prayer prompts and Scriptures.

Verse Images; Verse Image	Capitalize when referring to the feature. When talking generically about the <i>concept</i> of verse images, lowercase is acceptable.
Verse of the Day	Verse of the Day is a feature within Bible App. Always use the full title to reference the feature.
YouVersion	Use this official spelling of our organization name. Never separate "You" from "Version".
YouVersion Connect	A YouVersion product for Partners. Make sure any outward-facing comms does not include abbreviations. Always capitalize this name and use the words together. NEVER call it, "Connect".
YouVersion Partner; Partner	Always capitalize when speaking about our Partner audience. Term used to describe YouVersion Partners, including: churches, Bible Publishers, Video Partners, Plans Partners, etc.
YouVersion Platform; the YouVersion Platform	YouVersion Platform is our B2B2C offering. It's a collection of services (APIs, SDKs, fast track licensing, etc.) that empower Partners, Publishers, and Developers to incorporate YouVersion's tech into their unique products.

When to capitalize common religious terms

Bible	always capitalize
biblical	never capitalize
Scripture	always capitalize
He, Him, His, You, Your	capitalize when referring to the Trinity
God's Word	always capitalize
godly	never capitalize