

XDC Terminology & Copywriting Standards

With XDC serving as our primary brand identity mark, there are many potential uses for it in writing. Whether for the network, foundation, ecosystem or when referencing XinFin FinTech, the brand mark holds value, and it is important to maintain consistency in its use.

Following are standards for the use of XDC when writing about XDC Foundation, the XDC Network, the XDC Ecosystem, and XinFin FinTech.

XDC Foundation refers to the organization that was established to support the XDC Network and steward its adoption. The following are examples of acceptable and unacceptable uses of the term:

ACCEPTABLE
XDC Foundation
The foundation

UNACCEPTABLE
The XDC Foundation
the XDC Foundation

Example sentence: XDC Foundation connected me with the right people and resources to implement my blockchain-based application. The foundation really made the on-boarding process easier.

XDC Network (formerly known as XinFin Network) refers to the blockchain technology solution that includes the blockchain, its protocol, and the technology bedrock on which blockchain-based applications are built. The following are examples of acceptable and unacceptable uses of the term:

ACCEPTABLE
XDC Network
The network
the network
The XDC Network
(as start of sentence)
the XDC Network
(middle of sentence use)

UNACCEPTABLE

XDC network
The Network
the Network
Network

Example sentence: I built my latest decentralized application on the XDC Network. The network is one of the most efficient blockchains I have ever used.

XDC ECOSYSTEM refers to the XDC Network community and includes all participants, integrations, wallets, exchanges, and those building on the network. Also included are XDC Foundation or XinFin partnerships established to support various network activities.

ACCEPTABLE
XDC Ecosystem

UNACCEPTABLE
XDC ecosystem

Example sentence: There are a lot of strong projects in the XDC Ecosystem.

XINFIN refers to the private company based in Singapore that built XDC Network

ACCEPTABLE
XinFin
FinTech
XinFin

UNACCEPTABLE
Xinfin
Xinfin fintech
XinFin Fintech

Example sentence: XinFin is launching [XDC.dev](#), a community developers forum.