

Finalizing Your Piece: Writing Checklist

Before you hit publish, ask yourself these questions to make sure you're bringing the Illumina spirit to life:

- Overall, does it sound like the Restless Luminary?
- Are you doing what's best for the intended audience? Is it clear enough for a general consumer? Informative enough to satisfy a scientist's appetite for detail?
- Does it feel reveal new insight or show genomics in a light people may not have thought of before?
- Are any bold statements supported by substance?
- Are you using active voice whenever possible?
- Are you using gerunds to convey positive progress?
- Are you using "we" language where relevant or otherwise including others?
- Have you thought about how this works with the full brand system? Do your words make sense in the context of visual design and behavior?
- Could it stoke concerns or fears about genomics? If so, can we reframe our message?