

Red Pony specialises in producing clear, concise and compelling content for traditional and new forms of communication.

Our services extend far beyond the written word - we take a holistic view of each project to recommend a strategy that will deliver the best possible result.

We offer a responsive and personalised approach backed by considerable experience and expertise to deliver targeted documentation for all requirements.



Red Pony | editing services

Good ideas expressed clearly

Information and ideas need to be communicated through clear and concise language. Red Pony can help you produce quality documentation, while eliminating potentially embarrassing errors.

Copy editing

Whether you are writing for the web or print, the quality and presentation of your content is crucial. Our copy editing services will result in a better style and structure while helping to crystallise your message.

We will undertake a thorough review of your document, correcting spelling and grammar, use of punctuation, appropriateness of language, clarity of expression, consistency of terminology and style, and overall presentation.

Structural editing

Some documents require more than a basic edit and can benefit from fundamental changes to the overall structure.

Red Pony editors are experts at improving the flow and narrative logic of your writing without compromising the original style or intent.

For structural edits, we not only provide suggested structural modifications, but also a rationale to help you decide whether you wish to implement these changes.

Proofreading

The final but crucial step in the writing and editing process is proofreading.

Spelling mistakes, typographical errors and inconsistencies will alienate your readership and reduce the impact of your message. Before going to print or uploading content online, it is always advisable to have someone proofread your copy.

Localisation

You may have documentation such as employee guides or manuals that have been written for an American or British audience (or which has been poorly translated into English) that needs localisation for an Australian audience – or vice versa. Red Pony can edit or rewrite any materials for a local readership.

“The experience Red Pony bought to the table was invaluable and ensured that our message was being correctly communicated to a non-technical audience.”

Web Development Manager
SitePoint Solutions



CONTACT

PHONE 1300 886 408 FAX 03 8080 6430 EMAIL mail@redpony.com.au WEB www.redpony.com.au

OFFICE Suite 401, Level 4, 282 Collins Street, Melbourne POST GPO Box 2299, Melbourne VIC 3001