

Java Jump Coffee Company

Style guide

A guide for Information Design and Development within the organisation

Authors

Celeste Augé, Damien Lynch, Pat Harrington, Tara Sherry

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Introduction

The organisation

Java Jump is an Irish chain of franchise coffee shops with a fun online presence, who are eagerly tapping into smartphone opportunities via mobile app. Busy workers can order ahead using new technology and interact with a virtual agent, or chatbot, to help make selections and place their order. Customers can then collect their coffee in store. Alternatively, customers can place a larger order via the app and have it delivered to their workplace.

When the customer securely logs in, the virtual agent provides them with menu options, a ‘favourites’ list, the ‘Java Jump of the Day’, their rewards points balance, special offers, store finder, gift card purchase and balance, payment options (pay now using [Apple Pay](#), [Google Pay](#), [Microsoft Pay](#), or a [Payment Request API](#), or pay in store). The company website will be responsive and visually appealing when viewed via web browser, tablet, or mobile app.

Purpose

This guide is designed to be used as a regular reference to ensure consistency across the company and with franchisees. Any elements not dealt with directly in the guide will refer to an external source. It is intended for use by information developers who contribute content to the company’s customer-facing touch points.

Customer-facing touch points include the website, via web browser, the mobile app, and printed material. The information developer will be able to make appropriate decisions on how to present the information in a consistent manner which ties in with the tone and voice of our organisation.

Who should use this guide

This guide is for in-house and external information developers who create and maintain documents, ranging from online user help guides to video animations to infographics to any text that is destined for internal use (from company reports to draft chatbot scripts etc.).

How the guide should be used

This style guide focuses on the text and visual content that is displayed to end-users. The objective is to ensure all content is consistent. The following sections provide editorial guidelines for writing and formatting content.

The document is designed to be improved over time, and should be referred to regularly to ensure that any changes made to the Style Guide are reflected in any new company content. Please [contact the Style Guide Team](#) to suggest any gaps or omissions.

Guidelines

References

Please refer to our other in-house style guides when what you are looking for is outside the remit of this style guide:

[Java Jump Web Design Style Guide](#)

[Java Jump Graphic Design Style Guide](#)

[Java Jump Business Documentation Style Guide](#)

[Java Jump Brand Style Guide](#)

Writing for chatbots:

<https://docs.microsoft.com/en-us/style-guide/chatbots-virtual-agents/writing-chatbots>

Hiberno-English standard reference:

A Dictionary of Hiberno-English: The Irish Use of English by Terence Patrick Dolan

Glossary:

Refer to the company glossary for Java Jump-specific terms (e.g. Cuppa, or ‘Java Jump of the Day’) and the guide to generally preferred words.

Templates:

To create PDFs for in-house use, please use the Java Jump document template. It contains the correct chapter and section numbering conventions, as well as a standardised page number format. Refer to the Business Documentation Style Guide for any other layout considerations.

[Java Jump Document Template](#)

Layout

Images

A set of stock images used are available at: <https://www.pexels.com/search/coffee%20shop/>.

The set of branded images are available on the network at: <link to location>.


New images must be agreed with Marketing and conform to the above criteria.

A banner image is used at top of page. Headings can include a section banner image to emphasise the section topic. Include screenshots, drawings, or photos where appropriate.

The caption should briefly describe the content of the image.

Refer to the image in the main body of the text so that it is clear which image is being referred to. Never refer to the image by location, e.g. ‘the above image’.

For further details on using images, please refer to Java Jump's other style guides which are listed under References in this guide.

<h1>Heading 1</h1> <p>Font: Gill Sans Size: 20 Case: Title case Shall include a maximum of 5 words.</p>	<h2>Heading 2</h2> <p>Font: Gill Sans Size: 16 Case: Title case Shall include a maximum of 5 words.</p>
<p>Paragraph</p> <p>Font: Helvetica Size: 11</p> <ul style="list-style-type: none"> Keep paragraphs to 5 lines or less. Use bold for hyperlinks in text. Use standard sentence case for capitalization. 	<p>1. Numbered list</p> <p>Font: Helvetica Size: 11</p> <p>Use sentence case and standard sentence punctuation including full-stops unless a sentence fragment is used. (See Spelling, grammar and punctuation, bullet point eleven, for an example of a sentence fragment.)</p>
<ul style="list-style-type: none"> Bullet list <p>Font: Helvetica Size: 11</p> <p>Bullet type:</p>  <p>Use sentence case and standard sentence punctuation including full-stops unless a sentence fragment is used.</p>	<p>Paragraph: Serif</p> <p>Font: Times New Roman Size: 12</p> <ul style="list-style-type: none"> Use when a serif font is needed in the text for legibility (e.g. in long blocks of text). Apply the guidelines for Paragraph format.

Use of language

Spelling, grammar and punctuation

Consult the following external reference material when you can't find something in our style guide.

- *New Hart's Rules: The Handbook of Style for Writers and Editors* (a complete style guide)
- *New Oxford Dictionary for Writers and Editors*

Exceptions and customisations are listed below:

1. Use British English for spelling, e.g. our favourite coffee.
2. Use standard British punctuation. (Refer to Hart's Rules when in doubt).
3. Use capitalisation for product names, e.g. Jump Jumbo Latte.
4. Use sentence case for headings and subheadings. In sentence case, the first word and proper nouns have initial capitals, e.g. The art of coffee making in Kenya.
5. Use the present tense, or the simple future tense if necessary, e.g. 'Your coffee is ready' or 'Your coffee will be ready in ten minutes'.
6. Spell out numerals under 100.
7. Use hyphenation (-) without spacing on either side.
8. Use italics to provide emphasis for a word, a long title, or an instruction (click *send*).
9. European metric cup size measurements (220ml Java Jumpie, 350ml Java Jumpster, 450ml Java Jumbo).
10. No special treatment for hyperlinks in text. Add standard terminal punctuation.
11. Abbreviations and acronyms should be used to aid comprehension.
 - Decaffeinated coffee (decaf)
 - Fair Trade Organic (FTO)

Style and tone

Friendly and service oriented, we want to inform the customers choices and make it easy for them to get what they want. Our brand voice is fun, casual, and above all, friendly.

Use the active voice (subject-verb sentence construction) whenever possible, e.g. 'The doctor drank the coffee' as opposed to 'The coffee was drunk by the doctor'.

Use gender neutral language: 'we', 'they', or 'you'.

Use language that is clear and easy to understand. We prefer short sentences and simple words. Be concise.

The tone for different customer-facing elements should vary depending on the situation.

When responding to a customer complaint or creating a help topic, the tone should be more formal while still friendly. The response to a simple request can be more light-hearted and fun. Use humour sparingly and only when appropriate.

Writing for chatbots and within any instant messaging (IM) apps should follow the guidelines in this document. Anything that isn't covered here may be found in the style guides linked to in the References section of this guide.

Hiberno-English is acceptable as long as it is a term in common usage. See 'References' for the relevant dictionary to consult when unsure of spelling. (For example: sliced pan, grand, banjaxed, craic.)

Emoji

Emoji are a fun way to connect with customers. However, use sparingly and with caution. A good rule of thumb is only to use emoji in positive interactions, or when a customer uses a "smiley" emoji first. For example, it's not appropriate to respond with an emoji when a "sad" or "angry" emoji has been used by the customer via the mobile app. In this case, empathy and a willingness to help should be demonstrated in text format.