Simplicity is also important.

Special circumstances do not warrant exceptions to the norms.

Errors will never pass ever.

When faced with uncertainty, resist the impulse to speculate.

There should be a single clear solution.

Unless you are Dutch, this wat may not be clear at first.

Now is preferable than later.

Although never is often preferable than immediately.

If the implementation is difficult to program, it is most likely a terrible concept.