AI Documentation Style Guide

by Leslie Amadi

1. Purpose

This guide defines the tone, terminology, and ethical standards for creating AI-related documentation for products, research, or case studies under the Leslie Writes brand.

2. Voice and Tone

- **Voice:** Confident, knowledgeable, and empathetic.
- **Tone:** Professional, conversational, and inclusive.
- **Goal:** Make complex AI concepts approachable to non-technical readers.

Examples: ✅ "The AI model analyses text to predict likely responses."
🚫 "The AI bot uses a sophisticated NLP framework to extrapolate linguistic probabilities."

3. Formatting and Grammar

- Use **UK English** spelling (colour, behaviour, modelled).
- Write in **active voice**: "The model generates output," not "Output is generated."
- Use **sentence case** for headings and UI labels.
- Avoid jargon; explain acronyms on first use (e.g., *Transformer (AI model type)*).

4. Ethical Writing Guidelines

1. Always disclose when AI-generated content is used.
2. Avoid biased, gendered, or culturally insensitive examples.
3. Don't imply the AI has emotions, opinions, or intent.
4. Emphasise human oversight — AI assists, it doesn't replace.
5. Include dataset transparency: cite data sources or model provenance.

5. Accessibility

- Use clear alt text for images and diagrams.
- Structure content logically with headings.
- Keep sentences under 25 words on average.
- Avoid colour-only cues; include icons or labels where possible.

6. Example Phrases

Purpose	Preferred Phrase	Avoid

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Explaining AI limits	"The model may not always be accurate."	"The AI can make mistakes sometimes."
User guidance	"Try rephrasing your query."	"You asked it wrong."
Describing training data	"The model was trained on diverse datasets."	"We used all internet text."

7. References

- *Google AI Style Guide*
- *Microsoft Responsible AI Guidelines*
- *Anthropic AI Ethics Principles*
- *Leslie Writes Documentation Framework, 2025*

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