# Document Design

## House Style

### What is a house style?

* A house style is a set of rules about how a document must look.
* It sets “standard procedures” for organization and style

### Why is it important?

* It creates a consistent and professional look
* It saves time and money since design decisions only have to be made once
* It promotes an impression of credibility and professionalism

## Headings

### Why are headings important?

* They orient readers and give a preview of what’s to come
* They allow easy scanning for sections of information

### What are keys to creating successful headings?

* Use them to carry important information, not just the obvious
* Don’t underline headings in technical documents: use border lines instead
* Make main headings larger, brighter, bolder than sub-headings

## White Space

### Why is white space important?

* It reduces visual clutter
* It makes documents easier to read

### How do you use white space effectively?

* Create minimum 1” margins all round
* Use white space to visually guide the eye through a document
* Leave white space between paragraphs and between sections
* Leave right-hand margins ragged
* Indent the first lines of new paragraphs

Ryan Woodward