Style guide

Tone

- **Be concise:**
    - Reduce wordiness.
    - Avoid long sentences.
    - Avoid repetition.
- **Use a conversational, but respectful tone.** Write like you're speaking with a friend's parent, a neighbor, or acquaintance.
    - Use words at or below a 7th grade reading level.
    - Use second person to refer to your audience.
        - Example: "To heat your lunch, use your microwave."
    - Use first person only when an actual person is taking an action.
        - Example: "We'll contact you with an answer."
- **Use present tense.**
- **Use simple mode for descriptions.**
- **Use imperative mode for instructions.**
- **Be direct.** Use active voice.
- **Avoid polite expressions**, like "excuse me" or "please."

Punctuation

- **Do not use:**
    - Exclamation marks.
    - Semicolons.
    - Slashes.
    - Parentheses, unless necessary.
- **Always use the serial comma**, also known as the Oxford comma.

- **Always use periods at the end of list items.**

- **Do not double-space after periods.**

Grammar and style

- **Use contractions**, except for negative imperatives. For example: "If it's lunchtime, eat a sandwich." and "Do not lock the door."

- **Use sentence case for all titles and headings.**

- **To make content scannable,** break up the text with:
    - Headings
    - Lists
    - Tables

- **State the goal before explaining the task or results.**
    - Example: "To delete a folder, click the trash can icon."

- **Use numerals for numbers**, except for one and zero.

- **Do not use images.**