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This is a Word version of the complete StyleGuide for the portfolio purposes. Style Guide is an internal document of the company.

X Style Guide

This document is a unique X (name of the organization) Style Guide that helps to ensure consistency across all forms of communication within the organization. This style guide covers the content and visual guidelines with general rules to follow and examples.

It's an "open source" document, which means that ideas, updates, comments and feedback are very welcome from anyone in the organization. If you have any, please contact the documentation & content team. Once your suggestions have been approved, changes to this document will be made by documentation collegues.

If you need to start quickly, there is a <a>Page Template you can use.

Writing Style

Voice & Tone of Technical Documentation

When writing User Guides or other user documentation use instruction-style sentences which include the usage of:

- a lot of imperative (command, or direct-address).
- a lot of "you."

Examples,

"Press the Pause button on the front panel to stop the display temporarily" and "You should be careful not to ..."

Abbreviations & Acronyms

An abbreviation is a shortened form of a word or phrase, while an acronym is an abbreviation pronounced as a single word. For example, "Km" is an abbreviation for "Kilometre", while "DOB" is an acronym for Date Of Birth and it is pronounced as one word.

- In writing, abbreviations are useful when you need to squeeze a lot of
 writing into a small space. One thing to remember about abbreviations is
 that certain ones are considered informal. Try to use them <u>as less as</u>
 <u>possible</u> where you really need to shorten the phrase. As the acronym is
 a variety of abbreviations, the same rule applies reduce the usage.
- Don't introduce acronyms that are sued just once.
- Be careful with acronyms in titles and headings.

When and How to Use

• If you need to use the term in the text, spell it out first and follow its shortened form in parentheses (brackets) so that the user can refer to

- the whole meaning of the abbreviation. For example, *Data Governance* (DG), Software as a Service (SaaS).
- In case when the abbreviation and acronym are better known and they will not cause misunderstanding to the end user when you can use it in the text without extra explanation. For example, *URL*, *USB*, *FAQs*.

General rules:

- Use abbreviations/acronyms where it's really needed following the usage recommendations above.
- When referring to file extensions use all lowercase and include the dot.
 For example, a .csv file.
- Use articles (a/an) with an abbreviation or acronym, depending on its pronunciation. For example, a USB port, an API.
- Don't use apostrophes for plurals. For example, FAQs, CDs

Capitalization

General rules:

- Always capitalize the first word in a sentence and don't capitalize the following words, unless they are proper nouns.
- Always capitalize the first word when starting a list.
- Don't use all capitals for emphasis.
- Don't use all lowercase as a style choice.
- Don't use internal capitalization, except for proper nouns. For example,
 brand names.
- Don't capitalize the spelt-out form of an acronym or abbreviation, except for proper nouns.

There are two types of capitalization:

• Sentence-style capitalization

Title-style capitalization

Sentence-style capitalization

For most of the headings and titles use sentence-style capitalisation. This means to capitalize the first word and lowercase the rest except proper nouns. If the title or heading contains a colon, capitalize the first word after it. For example, Less stress, less time: How a Brazilian startup is using Azure AI to make car repairs easier.

Title-style capitalization

There are some exceptions when you need to use title-style capitalization. For example, titles of articles, books, blogs, periodicals, titles of tests or measures, and titles of people. In these and some more cases, capitalizing most of the words is appropriate. On these occasions use the following guidelines:

- Don't capitalize articles (a, an, the), prepositions of four letters or fewer (such as at, on, into, with, by or over), coordinating conjunctions (such as or, and, for, yet or but), the word as and the word to in infinitives, unless they are the first or last word. For example: How to Manage and Personalize a Dashboard, Logging In to the Server.
- Capitalize nouns, verbs, adverbs, adjectives and pronouns (such as this, that and its). For example, Teaching Math Over and Over Again, in Less Time Than Before.
- Capitalize the word after a hyphen if it would be capitalized anyway or it is the last word. For example, *Copy-and-Paste Support*.

Capitalization of X Business terms

- Apply sentence-style capitalization throughout the text.
- Capitalize only Home page, Help centre.
- Don't capitalize words: space, application, object.

- Use title-style capitalization for Data Governance.
- Use title-style capitalization for licence roles such as Business Owner,
 Data Steward, and Space Admin only when using the full name. BUT If you use steward, lowercase it in the sentence.

Formatting

Text formatting helps internal staff to keep content consistent when more people need to write the documentation as well as for readers to better interpret information.

Follow these conventions for formatting elements that frequently appear in documentation.

Addresses

Email Addresses

Use the standard format name.surname@domain. For example, john.smith@ud4d.com.

Mailing addresses

Use the following format:

(Company or department)	UD4D MMP s.r.o.
Name	John Smith
Street name (or village name) + number	Ulice 111/22

Postal code + town	110 00 Praha 1 - Nové Město

UI Elements

General rules:

- Avoid using words button, checkbox, window, box, list/menu (in case of dropdown). Use them when it's really necessary for clarification.
- Always capitalize the element's name. For example, *Click Delete*.
- Use definite article with words button, checkbox, list, menu etc.
- Use definite article with other elements. For example, "In the table".
- Avoid using the word page when referring to the element's position. Use it when it's really necessary for clarification.
- When referring to an icon button avoid using the image instead use its name in the text.
- You don't need the word "on" when using "Click". For example, Click Delete.

Elements' position

Position	Usage
At the top of the page (left & right side)	At the top left of the page, at the top right of the page.
At the bottom of the page (left & right side)	At the bottom left of the page, at the bottom right of the page.
On the left/right side of the page	On the left/right panel. Also On the left-side, right-side.
In the right/left corner	In the upper right/left corner of
Middle (main) panel	In the middle/main panel. At the top left/right of the middle panel.

Elements & Usage

Element	Convention	Example

Buttons

A button is an area that you click to initiate an action.

- Avoid using word "button"
 when referring to a
 button. Instead use the
 button name to describe
 the button action. Include
 it add when it needs a
 clarity.
- Always try to write the buttons' names exactly as they appear on the screen.
- Use the word button only for clarification if needed.
 For example, when referring to an unnamed button such as Minimize.
 It may be clearer if you write it as the Minimize button. In this case, the button is always lowercase.
- When using word button,
 use the article the with it.
- Always call a UI element which looks like a button (symbols that use an enclosing shape - like a square or circle or look

ClickCancel.

Click Save.

Click the Save icon button.

Click the 3-dot menu.

Click the *Add* object icon button.

	like a simple icon) and behaves like a button, i.e. it allows the user to take an action, an <i>icon button</i> .	
Cards	The "card" is one of the most common UI element in app design. Card can be defined as a visual distinct container presenting the user content. • Use word "card" when referring to space or application card on the home page.	Click any space card to display a page.

Checkboxes

A checkbox is a graphical UI element that allows the user to select one or more options from a set of choices. It is represented as a small square box that can be either checked (indicating that the option is selected) or unchecked (indicating that the option is not selected). By clicking on the box, the user can toggle the state of the checkbox between checked and unchecked.

Avoid using word "checkbox" when referring to a checkbox. Instead use the checkbox name to describe what user needs to do. Include it add when it needs a clarity.

- When referring to checkbox use bold formatting for its name.
- Always try to write the checkboxes' names exactly as they appear on the screen.
- Always use verbs
 "check/uncheck",
 "tick/untick", "clear" when describing an action.

Dialog	Not in use	
Dropdown list/Dropdown menu	Dropdown is a GUI element that allows the user to choose an option from a list of options. A dropdown allows the user to select only one option at a time, and the selected option is displayed as the value of the dropdown. • Always use only dropdown in the text. You can avoid using adds. • There are two types of dropdown: single-value and multiple-value. In this case use add. • Use bold when referring to dropdown.	Select a value from X dropdown. Select a value from X multi-value dropdown.
Icons	Icons are graphical symbols or visual elements that represent a concept, idea, object, or action. In Dawiso platform there are different icon buttons allowing user to take an action. The <i>icons</i> are usually not included into user instructions.	
List-box	Not in use	

List	 A list is a collection of items, element or options arranged in a specific order. Some icon buttons display the list of option when clicking it, for example, Add icon button. In this case use a <i>list</i> in the text. Use bold when referring to the option name. Option name is upper case. 	Select Add object from the list.
Menus	Not in use	
Modal	 Modal is a GUI element that display additional content or information for the user. When you need to refer to the UI element, use modal. Don't use pop-up window, modal window, or modal box. When you must refer to a modal by name, use bold formatting for its name. 	Submit Add object modal.
Panels	There are three panels in Dawiso platform: left, middle (aka main panel), right. • Use Explorer when referring to the left panel.	

	 Explorer is uppercase in sentence case. Use word "panel" not "pane". Panel is lowercase in sentence case. 	
Tabs	In web design, tabs are often used as navigation elements, allowing users to switch between different sections or pages of a website. • Always write the tab' names exactly as they appear on the screen. • Don't use as a verb. • As a noun, use only to refer to tabs on a webpage • Use word tab for clarification. • Use definite article.	Click the Applications tab to display the application dashboard.

Text

The section includes the font, row height, headings, bullet list and numbering used in the text as well as bold and italics.

Overview of Headings usage:

Heading 1 (in other editors there is also Title) - both are for the same purpose to format the title of the document.

Heading 2 - used to describe the main headings of some context that differentiate one section from another.

Heading 3 - is usually used for formatting subheadings. For example, if you write types of something.

Because the object Title isn't written manually, we can use Heading 2 with default font size of 18pt to format section names in the text.

General rules:

Body text	Description
Text	 By default Font size 12 pt Font type Inter Row height 1,6 Align - Justify
Headings	
Heading 1	 Ussually is not used in text because of the object title is already formatted as Heading 1 24pt. For sections use Heading 2
Heading 2	 Font size 18 pt Font type Inter Format Bold Align Left/Justify

Heading 3	 Font size 16 pt (manually), acceptable default 14pt Font type Inter Format Bold Align Left/Justify 	
Heading 4 Numbered list	 Font size 14 pt (manually) acceptable default 12pt Font type Inter Format Bold Align Left/Justify 	
1 1.1 2.	Use for step-by-step order	
Bullet list		
Testo Test■ Test	Use along with numbered lists or standalone when you need to highlight a section/sentence/point. Use in conjunction with numbered lists or on its own when you need to highlight a section/sentence/point.	

Bold	 Use bold for the buttons, options names and all names of UI elements. Use bold to stress the word, to make it more visible in the sentence at a glance. There are no strict rules here. It's more up to the author.
Italic	Italize text when you're quoting it. For example, text in the field:
	Q Search for reports, tables, procedures

Table

Use the table to organize data that is complicated to be described in the text, allowing the reader to quickly see the results. For example, when describing the list of types or elements with examples.

General rules:

- Headings row background color #CED4D9.
- Table border color #f7f7f7.
- Capitalize headings, 14 pt, bold and centre aligned.
- After next row background color #ECF0F1.

Call-Outs

Callout is a visual element in UI design that draws attention to a specific area, feature, or piece of content within a user interface. It is typically used to provide additional information, context, ideas, or guidance to the user. A callout

is usually represented by a graphical element. It's a highlighting box which is usually positioned near the relevant text, UI element or section.

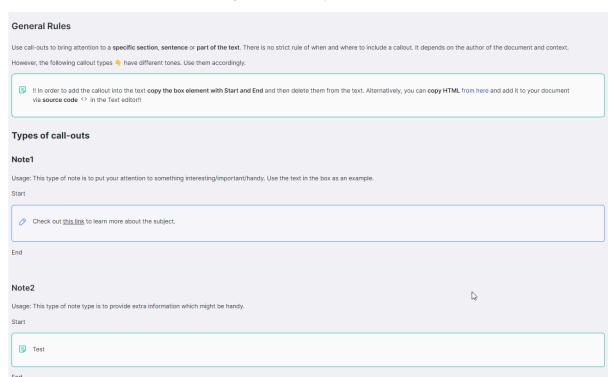
General rules of usage various types of call-outs.

Α...

В ...

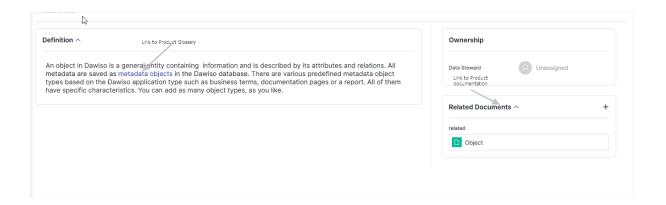
C ...

The screenshot form actual Style Guide: 👇



Web & Links

- When additional information is required for the text, link the keyword to the Product Glossary with the usage of embedded text: type # and select Link to the other object.
- 2. For linking to a related document in the right, use to link it to the Product Documents (User Guides). Add the related document by clicking the plus icon button.



General rules:

- When referring to the external or internal page, don't use the http://in
 the text. For example: Learn more at https://www.ud4d.com/.
 - o If you need to add a website as text, add it as www.ud4d.com.
- Use a link option instead. Select the word or phrase you want to link and choose a link option in Editor. The selected text will be highlighted and will appear as a link when you hover over it. For example: Learn more about Dawiso.



Glossary of UI Elements

This section outlines the usage of elements to assist you in locating the specific element and applying it accurately within your text.

Please note, elements are not sorted in the table.

Element	Description	Example
name		(A screenshot
		of the UI
		element is

		omitted for portfolio purposes.
Navigation bar	Appears on the Home page and contains tabs to switch between main platform functionalities.	
Top navigation bar	Appears at the top of the interface. This is where you see the logo, global navigation, logged-in user's info, search and other tools, and settings icons.	
Dropdown menu	Displays a list of options triggered by an icon, button or action. The dropdown's placement varies based on the element that opens it. There are two types: multi-value and single-value dropdown.	

Panel	Is a graphical element that is used to display information and provide a way for users to interact with it. Panels can contain various UI elements, such as text, images, buttons, sliders, and more. The panel is used to divide the page. In Dawiso there are three panels.	
Attribute panel		
Panel opener	It's an arrow to open a panel or attribute panel, Panel opener is open - upward arrow. Panel opener is closed - downward arrow.	
Explorer (left panel)	Explorer appears on the left side. It's how you switch between the spaces and applications. See also Explorer.	
Middle (main) panel	Appears in the middle, the biggest panel with information about space, app and objects.	

Right panel	Appears on the right. It's used for organising the information. The related information is grouped into sections. For example, Ownership groups the user relations. In other words, in Dawiso the right panel is used for organising, providing the context and enabling interaction with the help of buttons and other elements in it.	
Toolbar	Is a graphical control element on which on-screen buttons, icons, menus, or other input or output elements are placed. An example is the Text editor toolbar.	
Notification drawer	Is the window showing up when clicking the notifications icon.	
Breadcrump	Allow users to identify their current location within the system by providing a clickable trail of proceeding pages to navigate by.	

Search box(across the other pages)/Search bar (on Home page)	A search box allows the user to enter a query and submit it to search the entered query with an intention of getting back the most relevant results.	
Pagination	Organizes content into pages, and allows users to skip between pages or go in order through the content.	
Button	Is an area that you click, tap or press to initiate an action. It has to be enclosed in a rectangular border and it has to trigger an action when clicked. See also Formatting UI Elements.	
Icon	Is a graphic that represents another item. An icon is not enclosed in a rectangular border and it doesn't trigger any action when clicked.	
Icon button	An icon you can click on for taking an action. See also Formatting UI Elements	
Check mark	Refer to it as a checkmark.	
Toast notification	The communicate messages. It provides brief feedback about an operation through a message at the bottom of the screen Toasts contain a single line of text directly related to the operation performed.	

Modal	Is a GUI element that displays additional content or information for the user. An example, a button that says "Invite Friends" will open such a container with a list of friends you can then invite. These let you do more work without having to show all the information on the main screen. These messages are not locked and you can click anywhere to dismiss the container.	
Fullscreen	To expand the page to see more information/full content.	
Date and time picker + Options to select		
time and date: • calendar • up and down arrows or upward and		
downward arrow • forward and		

backward	
arrows	

Punctuation

General rules:

Full stop

A full stop marks the end of a declarative or an imperative sentence. In some contexts, a full stop is referred to as a dot (as in a URL) or a point (as in decimals). In US usage, a full stop is called a period. Between sentences, it is followed by a single space. A full stop may also follow a word or phrase standing alone.

- Always use a full stop at the end of the sentences.
- Use a full stop at the end of the lists.

Comma

The comma indicates the smallest break in sentence structure, a slight pause. Effective use of the comma requires good judgement, with the aim of making the text easier to read. This means there is no strict rule to use commas in sentences. It is all about the author's choice. A comma follows "For example". Don't use a colon.

Colon

- Use a colon at the end of a phrase that directly introduces a list.
- Within sentences use colons sparingly. Most of the time, two sentences
 are more readable. When you use a colon within a sentence, lowercase
 the word that follows it unless it's a proper noun.

• In titles and headings, capitalise the word that follows a colon.

Brackets and parentheses

Always format the brackets and parentheses in the font style of the main text, not in the font style of the text inside the parentheses and brackets. Use the same font style for the opening and closing parentheses and brackets.

Below you can find how to correctly describe different types of brackets:

()	use <i>parentheses,</i> not <i>round brackets</i>
[]	use <i>brackets,</i> not <i>square brackets</i>
{}	use braces, not curly brackets
<>	use <i>angle brackets,</i> not <i>chevrons</i>

Dashes and hyphens

In English there we differentiate two types of dashes and a hyphen. The *en dash* is half the length of an *em dash* and a little longer than a *hyphen*. In these documentation materials only use the *en dash* and *hyphens*.

- Don't use em dashes (—). The key shortcut in Windows is Alt+0151.
- Use en dashes (-) in ranges of numbers and dates, compound adjectives, in negative numbers, as a minus sign and to set of a word or phrase in a sentence to put more emphasis on it. The key shortcut in Windows is Alt+0150. For example:
 - o 2018-2020
 - 04-2=2
 - o customer-facing documentation
 - If you need something, call my assistant-Catherine, not
 Margaret-and she'll help you.
- Use hyphens (-) to join words or parts of words and connect prefixes to stem words.

- Hyphenate when using compound modifiers, nouns and numerals.
 For example, lower-right corner, e-commerce, fifty-fifth anniversary.
- Don't hyphenate compounds with very and adverbs ending with
 -ly. For example, very fast speed is highly recommended in video.

End punctuations

There are three types of end punctuation: full stop (period), question mark, and exclamation point. Use end punctuation in all sentences, even if they are just one or two words. Try to use periods everywhere, question marks and exclamation points should be used sparingly.

Quotation marks

Use double quotation marks ("') everywhere, except for code samples or user input where you need to use single quotation marks ('). If punctuation is a part of the quoted material, place it inside the quotation marks.

Semicolons

Try to avoid using semicolons, as sentences that contain them are usually to complex. Try to break them into multiple sentences or lists.

Slashes

Use a slash:

- To imply combination. For example: TCP/IP or client/server.
- For web addresses and URLs. Use two slashes after the protocol name.
 For example: https://www.ud4d.com/o-spolecnosti.
- For fractions. For example, 1/3.

Use a backslash:

For pathnames. For example,
 C:\Users\User1\Desktop\Documentation\test.docx.

Release Notes

Release Notes (RNs) instructions and template.

RNs Template

"Date (Month + day), YYYY

Dawiso Release X

Summary - to provide an overview of what was released to call customers' attention to the key features of the release. Follow it with a screenshot or gif if necessary.

New features overview

Feature 1

Short description of the new feature. Follow it with a short guide (how-to)on how to use it in case the feature is more complex and these steps will help to understand the essence.

- Example 1
- Example 2
- Example 3
 - o Example 3.1
 - o Example 3.2
 - Example 3.2.1

Feature 2

Short description of the new feature. Follow it with a short guide on how to use it in case the feature is more complex and these steps will help to understand the essence.

Feature 3

Short description of the new feature. Follow it with a short guide on how to use it in case the feature is more complex and these steps will help to understand the essence.

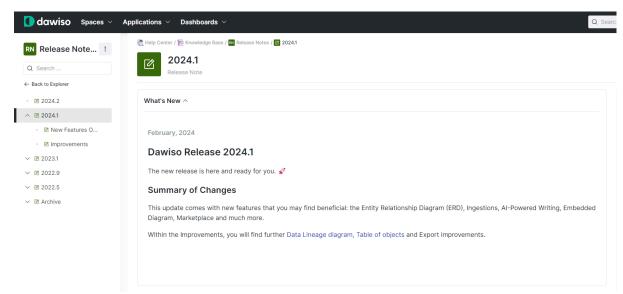
Feature 4

Short description of the new feature. Follow it with a short guide on how to use it in case the feature is more complex and these steps will help to understand the essence.

Bug fixes & improvements

If there are more bugs, use a bullet list."

Example of actual RNs:



RNs Guidelines

Release Notes (RNs) are issued at the end of each release to inform customers of new features, improvements and bug fixes. When writing them, follow the instructions below.

- RNs are intended to introduce new features, so the description of each feature
 must be concise. Avoid long explanations. The customer will find full
 instructions in the user documentation.
- Start with a short summary of what has been released to draw the customer's attention to the new features.
- Each feature should have its title. The title should help customers understand what the feature does. Write the title instead of "Feature 1" and so on.
- The feature description should be followed by the visual element: either a screenshot or a gif.

For easiness use "Template to Use" when writing RNs. Just copy/paste it unless there are new instructions on how to write it.

General rules:

- Font type Inter.
- Line height -1.5.
- Format Headings 1, Heading 2, Heading 3.
- Headings Bold.
- Underline the feature title.
- Don't use a bullet list when describing a feature.
- Use a bullet list to list/highlight the individual elements/separate parts if they are a part of the feature to avoid long text.
- When listing the improvements and bugs fixed use the bullet list if there is more than one bug in the release.
- Capitalize the first main word in the title. Don't capitalize prepositions and articles.

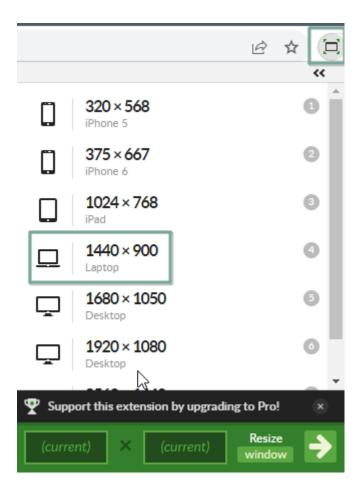
Vizualization

A visual element always follows the step. Add a screenshot, gif or create a demo to each step where you describe an action.

General rules:

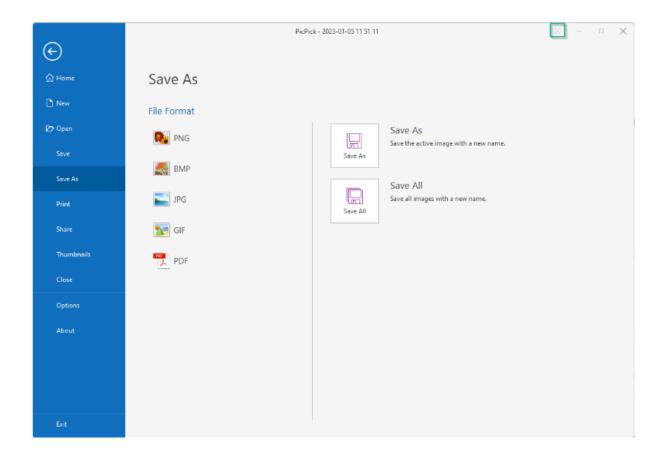
- 1. Screenshot of each step (set of steps) describing an action.
- 1.1. Use the PicPick screenshot tool. \(\rightarrow \) Don't add any frames to the screenshots. It will be added automatically once the picture is uploaded in Editor.
- 1.2. Use Story Lane software to create interactive guides where screenshots are not enough.
- 2. GIF is to demonstrate a feature when it's just up to 10 seconds.
 - 2.1. Use the ScreenToGif tool.
- 2.2. Alternatively, use any other free sources. No rules are applied to designing GIFs. Just to ensure it's good quality after upload. The grey frame will be added automatically too.
- 3. Video is for longer demonstration. Use Story Lane to create demos.

 The video tool has not yet been discussed.
- 4. Before capturing resize the window for the better quality of the screenshot. Use the Chrome window resizer add-on https://chrome.google.com/webstore/detail/window-resizer. Recommended size: 1440*900.



PicPick

- 1. Download it for free from https://picpick.app/en/.
- 2. Once installed open it on your PC, and the window will appear. Click the widget in the top right to open the options.

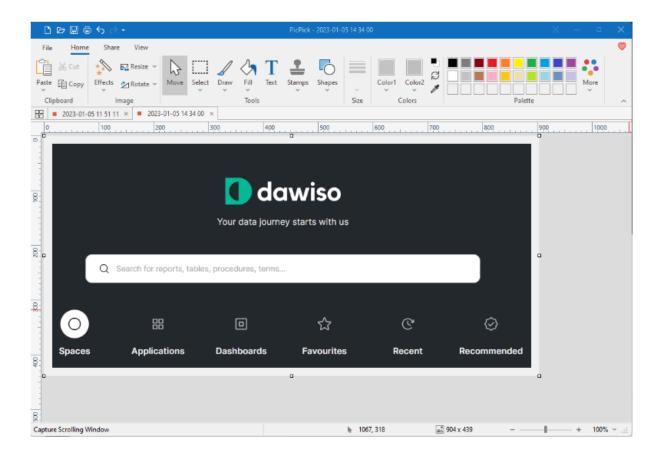


3. From the options select Capture region.

TIP: In the Tools, you can set the hotkeys to make the screenshoting easier.



4. After capturing the screenshot will open in PicPick editor.

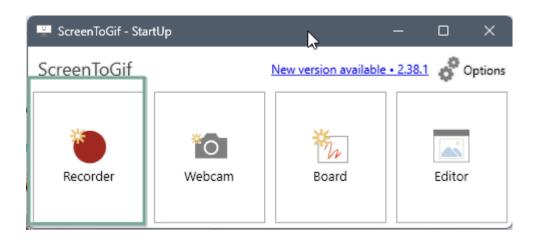


5. Watch 3 mins video on how to format your screenshot in PicPick editor.

GIFs

For making GIFs use ScreenToGif tool. Download free.

1. Click Recorder.



2. Adjust the frame size of the Recorder to your screen.

3. Click Record at the bottom right.



References

References for sources used in writing this style guide 👇

Main sources:

Microsoft Writing Style Guide

Style Guide Components

The Chicago Manual Of Style

Tech Writers Master Class

Dictionary

Other sources:

Associated Press Style Book

Mailchimp Content Style Guide