*Handout 1*

# Style Guide Template

*Structure, Minimalism, Precision, Simplicity, Usability*

1. **Structure well** – organize text in logical chunks
   * Headings
   * Paragraphs
   * Sections
   * Tables
   * Bulleted lists
   * Numbered lists
2. **Add visuals** (graphics, screenshots, diagrams, schemes, etc.)
3. **Write** **concisely** - if you can omit words or phrases without changing the meaning, do so.

|  |  |  |
| --- | --- | --- |
|  | **Good** | To receive the newsletter, enter your name and e-mail address. |
|  | **Bad** | If you want to receive the newsletter to keep you informed, enter your name and current e-mail address. If you are not interested in receiving it, do not enter your name and e-mail address. |

1. **Short and simple sentences** - do not put too much information into a single sentence. Split long sentences into shorter sentences or, if appropriate, use a list or table.

|  |  |  |
| --- | --- | --- |
|  | **Good** | Change your password to something only you know. To change your password, follow the instructions on the logon screen. |
|  | **Bad** | It is vital for security reasons to choose a password that only you know; if you do not know how to change your password, follow the steps in the instruction on the logon screen. |

1. **Positive formulations**

|  |  |  |
| --- | --- | --- |
|  | **Good** | To receive the notification, enter your name. |
|  | **Bad** | Do not enter your name if you do not want to receive the quality notification. |

1. **Active Voice -** always describe who does what. Make it Clear whether the user or the system performs an action.

|  |  |  |
| --- | --- | --- |
|  | **Good** |  |
|  | **Bad** |  |

1. **“What” before “How” -** to ensure that users understand the consequences of an action before they perform the action.

|  |  |  |
| --- | --- | --- |
|  | **Good** | To permanently remove the text, choose Delete. |
|  | **Bad** | Choose Delete to remove the text permanently. |

1. Describe actions that occur in a **chronological sequence** in this sequence.

|  |  |  |
| --- | --- | --- |
|  | **Good** | Enter the address, then choose *Next.* |
|  | **Bad** | Choose *Next* after entering the address. |

1. In conditional sentences, place the **condition before the statement**.

|  |  |  |
| --- | --- | --- |
|  **Good** |  | If you want to proceed, choose Next. |
|  **Bad** |  | Choose Next if you want to proceed. |
| **10.** | As a general rule, use the **Present Simple Tense**. | |
|  **Good** |  | The account assignment category determines how the system assigns accounts. |
|  **Bad** |  | The account assignment category will determine how the system assigns accounts. |

|  |  |  |
| --- | --- | --- |
| **11.** | Do **not** use **jargon**, **slang**, or **colloquialisms**. | |
|  **Good** |  | When your request cannot be processed immediately, a message appears. |
|  **Bad** |  | When the system is bogged down, you get a message. |

1. **Avoid using abbreviations** - when you must use an abbreviation, spell out the first occurrence and place the abbreviation in parentheses directly after it.
2. **No redundancies** – check the text for repetition at different levels.
3. **Cross-refer** to information instead of copying text - set a hyperlink to an existing text instead of copying the into your document.
4. Use correct and consistent **terminology**.
5. Formulate in a way that is **free of stereotypes** relating to gender, culture, ability, race, age, or similar.
6. When in doubt, always consult: Google; dictionary; colleagues.