Style Guide

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.

4. **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.

5. **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.

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

✓	**Good**	
👎	**Bad**	

7. "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.

8. 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.

9. 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.

12. **Avoid using abbreviations** - when you must use an abbreviation, spell out the first occurrence and place the abbreviation in parentheses directly after it.

13. **No redundancies** – check the text for repetition at different levels.

14. **Cross-refer** to information instead of copying text - set a hyperlink to an existing text instead of copying the into your document.

15. Use correct and consistent **terminology**.

16. Formulate in a way that is **free of stereotypes** relating to gender, culture, ability, race, age, or similar.

17.   When in doubt, always consult: Google; dictionary; colleagues.