

Designing for users

Writing content

Do 

Don't 

Write in plain language

"I think it's unlikely"

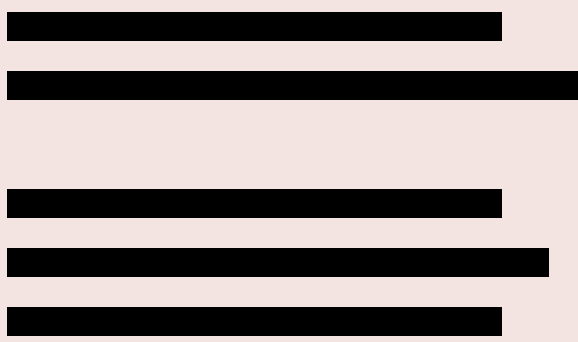
Don't use figures of speech and idioms

"And pigs might fly" 

Use simple sentences and bullets



Don't create long sentences and paragraphs



Spell abbreviations and acronyms when used the first time

Her Majesty's Revenue and Customs (HMRC)

Don't assume everyone knows what an abbreviation or acronym means

HMRC

Use 'to' instead of a dash or slash in date ranges

4 May 2022 to 4 June 2022

Don't use comma, th, rd or st in dates

4th May, 2022 - 4th June, 2022

Write descriptive links

[Contact us](#)

Don't use uninformative links like click here, more...

[Click here](#)

Use sentence case for headings

A heading

Don't use all capitals or underline

A HEADING

Use a Sans Serif font such as Arial or Calibri

Aa Bb

Don't use a serif font such as Times New Roman

Aa Bb

Use a strong contrast between text colour and background colour

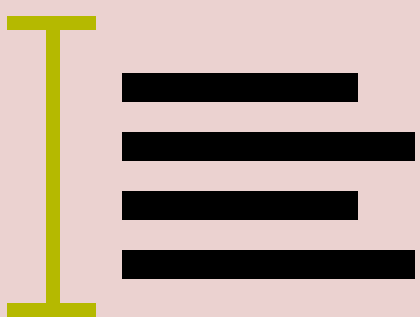
Aa

Don't use low colour contrasts and coloured text

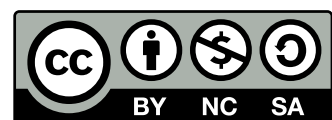
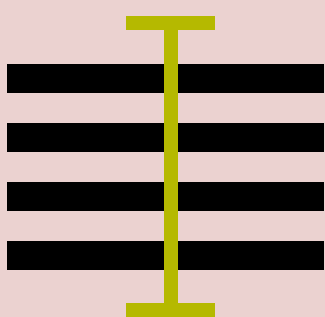
Aa

Align your document text to the left

(Ctrl+L)



Don't justify document text



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