Designing for users

Writing content

# Do/Don’t when writing content

Write in plain language - always check the readability

Don’t use figures of speech and idioms

Use simple sentences and bullets

Don’t create long sentences and paragraphs

Spell out abbreviations and acronyms when used the first time

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

Use ‘to’ instead of a dash or slash in date ranges. For example, 4 May 2022 to 4 June 2022

Don’t use comma, th, rd or st in dates. For example 4th May, 2022 - 4th June, 2022

Write descriptive links

Don't use uninformative links such as click here, more...

Use sentence case for headings

Don’t use all capitals or underline

Use a Sans Serif font such as Arial or Calibri

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

Use a strong contrast between text colour and background colour

Don’t use low colour contrasts and coloured text

Align your document text to the left (Ctrl+L)

Don’t justify document text

For more information please contact: [accessibility.team@hmrc.gov.uk](mailto:accessibility.team@hmrc.gov.uk)