

Guidelines for all Customer-Facing Writing

Make sure to check the following before publishing

Example

italicize?

Do not use hover for the mouse

Voice & Tone

Example

Use a gender-neutral tone.

No: Do not use words like he, her, she, etc.

Yes: You, they.

Voice and tone - Human, familiar, friendly, straightforward.

Use active voice

Contradictions

Example

You can use approved contradictions.

Yes: can't, don't, shouldn't.

No: Cannot, should not, do not.

You can use e.g., for example, and i.e., for that is.

Yes: Example: You can 10 columns.

Yes: You can add, edit, access your content by doing, for e.g.,

Capitalization

Example

Use sentence case in writing

Yes: Hello world.

No: Hello World.

Capitalize Arena worlds and objects.

Numbers

Example

Use numbers instead of spelling it out.

Yes: You can 10 columns.

No: You can add ten columns.

Punctuation

Example

Always make use of the Oxford comma.

Yes: Manage your content
organize, access, and edit here.

No: Manage your content
organize, access and edit here.

Always make use of period (.), exclamation mark (!) and question mark (?).

Exception: use these buttons to access help - do not use a period here at the end of the sentence.

Always use a comma (,) after Welcome, xxx (name). - for new users.

Yes: Welcome, Sara.

No: Welcome Sara.

Do not

Examples

Avoid using And/or. It is best practice to spell it out.

Avoid long noun strings.

Avoid writing long sentences. Restrict word limit to 2 sentences

Quotation Marks

Examples

Quotation Marks.

Yes: Click “create” ...

No: Click create...

Workspace names
capitalized plain text in quotes

In the “EveryRoad GPS” workspace,
you should see...

Acronyms

Examples

Use only approved acronyms and abbreviations.

Writing Tips

Examples

Note

Yes: Note: this is an important feature.

No: Note that it is an important feature.

Make use of the word please; the exception is

All your videos are accompanied by (or include a link to) information in text as well (accessibility)

Yes: Watch this video and read this article for more information on Supplier Access Policies.

It is recommended but not mandatory that you start the sentence with an action word.

Button/Menu

Examples

Icon buttons/menus

Yes: Click “+”.

No: Click the + button *or* Click + this button.

Bold

Examples

Headings in Bold.

Yes: Click **[+]**

Click **Save**.

In the **Tools** menu, click **Options**, and then click the **View** tab.

Select "Quality Processes".

No: Click the + button *or* Click + this
button.