



EMBM-J-SA Content Style Guide

This EMBM-J-SA Content Style Guide is the source of truth for the writing styles on this web application. Refer to this guide for UX writing conventions.



Writing Principles

Inclusive

Not every user of this system is an expert and understands the abbreviations and acronyms used on this platform. Make sure the writing is inclusive of all users regardless of their experience level by spelling out abbreviations and acronyms where applicable.

Consistent

Stick to the user experience (UX) writing pattern and style points outlined within this guide.

Concise

Use short labels, titles, and descriptions. Some users will read every word, while others will skim through the verbiage to move quickly through tasks. Keep the writing concise while allowing the wiki to get into the weeds.

Helpful

Include descriptions for top level menus for better context of what information is being accessed.

Include links for additional information within the tooltip when necessary.



Guidelines

Title Case

- Breadcrumbs
- Buttons
- Dropdown Lists
- Headers
- Labels
- Notification Headers
- Parenthesized Labels
- Sub-headers
- Tabs
- Titles

What is Title Case?

In title case, all major words are capitalized, while minor words are lowercased. A simple example would be "Lord of the Flies".

How to Use Title Case?

MLA Title Case

- Capitalize the first word of the title/heading and of any subtitle/subheading.
- Capitalize all major words (nouns, verbs including phrasal verbs such as “play with”, adjectives, adverbs, and pronouns) in the title/heading, including the second part of hyphenated major words (e.g., Self-Report instead of Self-report).
- Do not capitalize articles, prepositions (regardless of length), and coordinating conjunctions.
- Lowercase the second word after a hyphenated prefix (e.g., Mid-, Anti-, Hyper-, etc.) in compound modifiers (e.g., Mid-month, Anti-war, etc.).
- Do not capitalize **to** in infinitives (e.g., I Need to Eat).

Examples

- | | | | |
|--------------------|----------------------|---------------------|----------------------------|
| • Name (Optional) | • Email Address | • Show All Data | • Tx and Rx Amplifier Gain |
| • Add to Workspace | • Frequency Range | • Show All Jobs | • Add Title Name |
| • Select a Rule | • 0 Jobs in Progress | • Create a New Area | • Receiver to Jammer Graph |



Guidelines

Sentences Case

- Descriptions
- Helper Text
- Paragraphs
- Sentences

What is Sentence Case?

The capitalization of a title in which the first letter of the first word is capitalized, and the rest are lowercase, with the exception of proper nouns which are always capitalized.

Examples

- Draw polygons and set an area of interest with a color and optional buffer zone.
- You must draw or select an area before saving.
- Analysis can take seconds or minutes.
- Playback disabled. Toggle shows all data to re-enable.
- Select or drag and drop any KML, KMZ, or CZML file(s) to the browser.
- There are currently no incomplete jobs for this workspace.
- You can override this within the application.



Guidelines

Punctuating Bullet Points

Recommendation

- Use a period (full stop) if the bullet point is a complete sentence (as is this example).
- Use a period for every bullet point that completes the introductory stem.
- Do not add periods to bullet points that are one word or short phrases.
- For consistency, choose to use sentences or fragments. Do not use a mixture of both.

Examples

Complete the Introductory Stem

I like living in Seattle because of its:

- Access to culture, natural beauty, and work opportunities.
- Moderate climate--not too hot or too cold.
- Many attractions and opportunities.

Periods not Needed

Here are the things I like about living in Seattle:

- Access to culture, natural beauty, and work opportunities
- Moderate climate--not too hot or too cold
- Many attractions and opportunities

One Word or Short Phrase

I like living in Seattle because of its:

- Culture
- Work Opportunities
- Moderate Climate
- Social Openness

