

WRITE LIKE YOU SPEAK.
NO. ROBOT. WORDS.

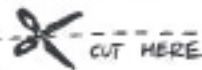


PROJECT FRIENDLINESS

use contractions:
it's, you'll, you're, we're, and let's



LEAD WITH WHAT'S MOST IMPORTANT



Eliminate anything that's not essential.

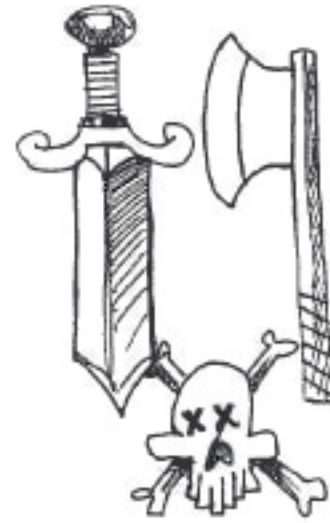
WHEN IN DOUBT

don't capitalize

- 1 Default to sentence-style capitalization — cap only the first word and any proper names.
- 2 Never Use Title Case (Like This). Never Ever.
- 3 Only use ALL CAPS on small part sizes.

GET RIGHT TO THE POINT.

WORD ORDER IS CRUCIAL FOR SCANNING. WE'RE LEAN, CLEAN, SIMPLE, AND DIRECT.



KILL OFF WEAK WRITING

AXE "You can" AND "There is/are/were"

DON'T BE SPACEY.

ONLY ONE SPACE

AFTER PERIODS, QUESTION MARKS, AND COLONS — OR AROUND DASHES!

NO PERIODS

ONLY USE IN BODY COPY

OR

! ! ?

SKIP END PUNCTUATION ON UI TITLES, HEADS, SUBHEADS, STRINGS, AND LISTS.

#@*%!!

YOUR AUDIENCE

SHORTER IS ALWAYS BETTER

YOUR MESSAGE

USE SHORT, SIMPLE WORDS. GET TO THE POINT. AND THEN STOP!

DON'T FORGET THE LAST COMMA

INCLUDE A COMMA AFTER EACH ITEM IN A LIST.

"ANDROID, IOS, AND WINDOWS"