Writing style

• Present information one idea at a time and stick to the main message
• Keep language simple, but not patronising
• Avoid jargon and abbreviations and explain all concepts
• Make sure each section makes sense on its own — don’t make the reader have to remember what was in one section to understand another
• Consider including contact details for readers to obtain additional information or clarification

Pictures

• Use pictures/symbols to help make text easier to understand, but keep in mind that too many pictures can be confusing
• Ensure the pictures have a purpose and match the content

Format

For ease of reading, use:

• 14 point font
• A typeface such as Arial, Times New Roman, or Calibri
• Plenty of white space
• Bullet points, bold text and headings to separate information and highlight important pieces
• Good contrast between text and background colours

Avoid:

• Italics – they are difficult to read
• ALL CAPS – they are difficult to read and can seem like “yelling”
• Cursive or unusual fonts such as Brush Script, Curls, Ravie, etc.