[Your Company Name]

Technical Publications Style Guide

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## 1. Introduction

### **Purpose**

Explain why the style guide exists (e.g., to ensure consistency, clarity, and usability in technical documentation).

### Scope

Define what the guide covers (e.g., operator manuals, service manuals, parts catalogs, schematics, and training materials).

### Audience

Specify who should use the guide (e.g., technical writers, editors, engineers contributing to documentation).

## 2. General Writing Guidelines

### **Tone and Voice**

Specify the tone (e.g., clear, concise, professional) and avoid overly technical or casual language.

### **Terminology**

* Define standardized terms and phrases to ensure uniformity across all documentation.
* Include a glossary of approved terms.

### Language Rules

* Use active voice whenever possible.
* Avoid unnecessary jargon or abbreviations.
* Write instructions in an imperative format (e.g., 'Turn the switch to OFF').

### Measurements

Specify the use of consistent units (e.g., metric or imperial) and formatting (e.g., '5 mm' vs. '5mm').

## 3. Formatting Standards

### Headings and Subheadings

* Define font style, size, and capitalization rules (e.g., Title Case for main headings, ALL CAPS for subheadings).
* Specify hierarchical structure (e.g., H1 for sections, H2 for subsections).

### Paragraphs

* Outline spacing, indentation, and justification rules.
* Specify bullet point and numbering styles.

### Tables and Lists

* Provide a template for tables, including column alignment, headers, and captions.
* Define the use of numbered vs. bulleted lists.

## 4. Naming Conventions

### Part Names

Guidelines for naming parts (e.g., avoid abbreviations like 'CRS BRKT'; use full terms like 'Cross Bracket').

### Document Titles

* Use descriptive and meaningful names (e.g., 'Model A Cylinder Hydraulic Schematic').
* Avoid generic titles like 'Hydraulic Diagram.'

### File Names

* Define a standardized format for filenames (e.g., [Document Type]\_[Model]\_[Version].pdf).

## 5. Visual Standards

### Diagrams and Illustrations

* Standardize line thickness, labeling style, and color schemes.
* Require scalable formats (e.g., vector graphics) for clarity.
* Photographs: Specify resolution, annotations, and file formats.
* Callouts and Annotations: Define formatting for numbered callouts and descriptive text.
* Icons and Symbols: Include a library of approved icons and their meanings (e.g., safety symbols).

## 6. Document-Specific Guidelines

### Operator Manuals

Focus on clarity and simplicity, including safety instructions and basic troubleshooting.

### Service Manuals

Emphasize detailed schematics, step-by-step instructions, and torque specifications.

### Parts Catalogs

Require searchable, unambiguous descriptions and compatibility notes.

### Schematics and Technical Drawings

Define standards for labeling and layering.

## 7. Digital Standards

### File Formats

Specify accepted formats (e.g., PDF, HTML5, mobile-optimized formats).

### Interactivity

Guidelines for clickable diagrams, embedded videos, or links.

### Search Optimization

Include keywords and metadata for easier navigation.

### Localization

Provide standards for translations and multilingual content formatting.

## 8. Metadata and Tagging

### Part Metadata

Define required fields (e.g., part number, description, compatibility, material).

### Document Metadata

Specify metadata for searchability (e.g., model, serial number range, keywords).

## 9. Review and Approval Processes

### Content Review

Outline steps for peer review, technical verification, and editorial checks.

### Version Control

Define rules for updates and document revisions.

### Approval Workflow

Detail the process for final approvals, including Engineering and Aftermarket teams.

## 10. Appendices

### Templates

Provide templates for manuals, tables, diagrams, and more.

### Glossary

Include definitions of terms used in the style guide.

### Examples

Show 'good' and 'bad' examples for key guidelines.

## 11. Maintenance and Updates

### Review Cycle

Specify how often the style guide will be updated.

### Feedback Loop

Provide a way for users to suggest updates or additions to the guide.