

TL;DR

The Mailchimp Content Style Guide goes into depth on many subjects. It may be more information than you need. Here are the most important things to know.

Principles

Good content is:

- Clear
- Useful
- Friendly
- Appropriate

Voice and tone

Mailchimp's voice is:

- Human
- Familiar
- Friendly
- Straightforward

Our tone changes depending on the situation, but it's generally informal. We have a sense of humor, but we value clarity over entertainment.

Our priorities are to educate our users about our products without patronizing or confusing them, so they can get their work done and get on with their lives.

Example Style Guide Documentation

Joy Frestedt



Example Style Guide Documentation:

FranklinCovey Style Guide Stephen R. Covey, 2012-06-07 FranklinCovey Style Guide For Business and Technical Communication can help any writer produce documents that achieve outstanding results Created by FranklinCovey the world renowned leader in helping organizations enhance individual effectiveness this edition fully reflects today's online media and global business challenges The only style guide used in FranklinCovey's own renowned Writing Advantage™ and Technical Writing Advantage™ programs it covers everything from document design and graphics to sentence style and word choice This edition's many improvements include extensive new coverage of graphics writing for online media and international business English Through dozens of examples and model documents writers learn how to overcome writer's block and efficiently create documents from start to finish FranklinCovey's experts show how to get powerful results from every email add distinctiveness and power to any online presence write far more effective proposals letters memos reports and resumes and improve all forms of documentation from business procedures to highly technical content You'll learn how to quickly discover and prioritize the information you need whether you're planning a presentation leading a meeting or managing a project The authors reveal how to design visuals that communicate messages instantly and intuitively and use charts color illustrations maps photos and tables to supercharge any presentation Packed with up to the minute examples this A-Z guidebook can help you write more effectively no matter who you are whether you're a business or sales professional who must motivate and persuade a technical professional who must explain challenging content more clearly and accurately or a student who needs stronger writing skills to succeed in school and in your career *Documenting Software Architectures* Paul Clements, Felix Bachmann, Len Bass, David Garlan, James Ivers, Reed Little, Paulo Merson, Robert Nord, Judith Stafford, 2010-10-05 Software architecture the conceptual glue that holds every phase of a project together for its many stakeholders is widely recognized as a critical element in modern software development Practitioners have increasingly discovered that close attention to a software system's architecture pays valuable dividends Without an architecture that is appropriate for the problem being solved a project will stumble along or most likely fail Even with a superb architecture if that architecture is not well understood or well communicated the project is unlikely to succeed *Documenting Software Architectures* Second Edition provides the most complete and current guidance independent of language or notation on how to capture an architecture in a commonly understandable form Drawing on their extensive experience the authors first help you decide what information to document and then with guidelines and examples in various notations including UML show you how to express an architecture so that others can successfully build use and maintain a system from it The book features rules for sound documentation the goals and strategies of documentation architectural views and styles documentation for software interfaces and software behavior and templates for capturing and organizing information to generate a coherent package New and improved in this second edition Coverage of architectural styles such as service oriented architectures

multi tier architectures and data models Guidance for documentation in an Agile development environment Deeper treatment of documentation of rationale reflecting best industrial practices Improved templates reflecting years of use and feedback and more documentation layout options A new comprehensive example available online featuring documentation of a Web based service oriented system Reference guides for three important architecture documentation languages UML AADL and SySML The Digital Style Guide Susan I. Schultz,1993 *Multimedia Telecommunications* B. Whyte,1997-07-31 In this volume written by engineers at the centre of the development of the industry will be found a comprehensive survey of the wide range of applications encompassed by the term Multimedia Telecommunications From broadcast television to the specifics of data communications from entertainment to decision making from the human interface to the details of the technology all are essential facets of the subjects and are treated in this volume For all users and providers of any form of multimedia service researchers development engineers computer providers or users IT and Information System managers change managers in business or in the entertainment industry Multimedia Telecommunications is essential reading

Franklin Covey Style Guide for Business and Technical Communication Lawrence H. Freeman,1999 Much more than a grammar and punctuation handbook this renowned guide helps users produce documents that reflect quality writing standards It offers access to more than 110 topics The CD ROM contains more than 30 model documents including letters memos and resumes **Planning, Writing and Reviewing Medical Device Clinical and Performance Evaluation Reports (CERs/PERs)** Joy Frestedt,2024-09-19 A Practical Guide to Planning Writing and Reviewing Medical Device Clinical Evaluation Reports guides readers through clinical data evaluation of medical devices in compliance with the EU MDR requirements and other similar regulatory requirements throughout the world This book brings together knowledge learned as the author constructed hundreds of CERs and taught thousands of learners on how to conduct clinical data evaluations This book will support training for clinical engineers clinical evaluation scientists and experts reviewing medical device CERs and will help individual writers teams and companies to develop stronger more robust CERs Identifies and explains data analysis for clinical evaluation of medical devices Teaches readers how to understand and evaluate medical device performance and safety in the context of new regulations Provides analysis of new clinical evaluation criteria in the context of medical device design as well as in hospital deployment and servicing *Technical Writing for Software Developers* Chris Chinchilla,2024-03-29 Elevate your software development process with expert technical writing skills fostering clarity collaboration and successful product outcomes Key Features Optimize documentation workflows with collaborative version controlled docs as code tooling options Engage with interactive learning modules embedded throughout the book Improve software quality as a lead developer through effective communication in documentation Purchase of the print or Kindle book includes a free PDF eBook Book Description Effective documentation is key to the success of products in remote software development teams facilitating clear instructions that benefit the entire development team Technical Writing for Software

Developers lays a solid foundation of essential grammar providing language tips and explaining how precise writing enhances documentation and walks you through the fundamental types and styles of documentation Starting with an exploration of the current state of the tech writing industry and its significance in both the software and hardware realms you ll master the building blocks of technical writing exploring tooling choices and style guides and create dynamic multimedia laden documentation This book equips you with valuable insights into the writing and feedback process to ensure continuous improvement Additionally you ll take a peek at the emerging trends and technologies including AI tools shaping the future of technical writing By the end of this technical writing book you ll have developed the expertise you need to tackle documentation requests effectively armed with the knowledge of the best approach for documenting any topic encompassing text media elements structure and appropriate tools The skills acquired will enable you to achieve seamless teamwork enhanced project efficiency and successful software development What you will learn Create engaging multimedia rich documentation Understand the types and styles of documentation Discover grammar and language tips for clear communication Streamline your documentation process with the right tooling choice Master the writing and feedback process for continuous improvement Explore automation techniques for efficient documentation workflows Embrace AI powered tools for enhanced technical writing Who this book is for This book is for software developers who want to improve their technical writing prowess Whether you are a junior developer looking to refine your documentation skills or a professional striving for smoother collaboration this resource equips you with all the essential knowledge and practical insights you need Covering everything from creating clear documentation to enhancing career prospects this book caters to a diverse range of software developers including programmers software architects and software engineers looking to streamline the product development process and save time

Documentation Development Methodology Sandra Pakin and Associates,1984

Style Guide for Business and Technical Communication Franklin Covey Company,1998 This guide provides tips for making your message accessible easy to understand and relevant In the sections on writing and revising organization emphasis page layout and online documentation you will find both process and format suggestions You will also find new and colorful sections on graphics for documents graphics for presentations color charts maps and photographs to prepare visually effective documents

Writing Software Documentation Thomas T. Barker,1998 Part of the new Allyn Bacon series in technical communication Writing Software Documentation features a step by step strategy to writing and describing procedures This task oriented book is designed to support both college students taking a course and professionals working in the field Teaching apparatus includes complete programs for students to work on and a full set of project tracking forms as well as a broad range of examples including Windows style pages and screens and award winning examples from STC competitions

Conference Proceedings ,1999

The Digital Technical Documentation Handbook Susan I. Schultz,1993 The Digital Technical Documentation Handbook describes the process of developing and producing technical

user information at Digital Equipment Corporation Discusses techniques for making user information _more effective Covers the draft and review process the production and distribution of printed and electronic media archiving indexing testing for usability and many other topics Provides quality assurance checklists contains a glossary and a bibliography of resources for technical communicators *"Design Methodology and Technology* Certification Partners, LLC,2000-07 *The Technical Communication Handbook* Laura J. Gurak,Mary E. Hocks,2009 The Technical Communication Handbook a life long companion for technical communicators is a comprehensive reference guidefor technical communication students at all levels as well as by practicing technical communicators and others writing in the technical workplace The handbook boasts a full color design extensively annotated model documents and coverage of current topics in intellectual property digital communication collaboration and accessibility issues **The Harcourt Brace Guide to Writing in the Disciplines** Robert Wayne Jones,Patrick Bizzaro,Cynthia L. Selfe,1997 **Managing Documentation Projects in an Imperfect World** Gabriel Lanyi,1994 Managing Documentation Projects in an Imperfect World guides you step by step through the entire process of documentation production From the all important planning stage through the writing and production cycles to testing and maintenance procedures this book helps you to overcome the obstacles all documentation projects face Lead writers documentation managers executives in charge of documentation groups and project leaders with documentation responsibility will discover coherent methods and valuable tips on how to set up manage and monitor documentation projects

Technology of Object-oriented Languages and Systems Raimund K. Ege,Bertrand Meyer,Madhu Singh,1994 Reflecting the work of many of the leading participants of the TOOLS USA conference held in Santa Barbara in August 1994 this fourteenth TOOLS volume offers a variety of articles of interest to the object oriented community **Survivor's Guide to Technical Writing** David Ingre,2003 A comprehensive easy to use guide to key workplace communication skills Survivor s Guide to Technical Writing presents all of the essentials of workplace communication in an easy to read and easy to use format The content is comprehensive and universal and emphasizes the most practical and useful information making the concepts relevant to each user Integrating the most current technology users will discover the usage and resources available to them through a number of different media Survivor s Guide to Technical Writing reflects the most current topics and issues in technical communication and includes many cases activities and features to engage and enrich learning

Principles of Productive Software Management Michael W. Evans,Pamela H. Piazza,James B. Dolkas,1983 This book is an attempt to solve management techniques in the development problems in the software industry **Designing, Writing, and Producing Computer Documentation** Lynn Denton,Jody Kelly,1993 This comprehensive step by step guide shows both novices and documentation pros how to make all their task oriented documents and libraries more useful attractive and accessible They ll learn to quickly locate and logically organize source information then write revise and edit the material for maximum clarity

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what did you do? Which turbo did you go with? OM366A and 366LA differences Jan 29, 2010 — I know this because Mercedes used to do 1220, 1222 and 1224 trucks all with the 366 LA engine-where 12 is the weight and e.g the 24 is 240BHP. Mercedes OM366 Diesel engine.... #shorts - YouTube Mercedes Benz Om366 Engine With a wide range of engines in our listing, you can find om366 diesel engines that are perfect for this type of vehicle. Diesel engines are suitable for a cool ... CNG Engine OM 366LA Engine OM366LA NG. Engine OM366 NG. Turbo w/Air-to-Air Intercooler (T). Normally Aspirated (NA) ; Cylinders Bore & Stroke Displacement, 6 Inline 97,5 mm x 133mm OM366 Spec | PDF Technical Data Mercedes-Benz Industrial Diesel Engine OM 366 97 kW OM 366 - OM 366A OM366LA Technical Data. 'The OM 366 in-line engine is part of the ... Mercedes OM366 specs, bolt torques and manuals OM366 Diesel Engine Specs ; Displacement ; OM366N 5.958 liter, 346 CID ; Bore 97.5 mm, 3.839 in ; Stroke 133.0 mm, 5.236 in ; Compression ratio 17.25:1 Naturally ... Mercedes Benz OM366LA Turbo CHRA 169109 Description. This is a New Mercedes Benz OM366LA Turbo CHRA 169109. We stand behind our products with a Full 1 Year Warranty Unlimited Mileage, ... Volkswagen Owners Manuals | Official VW Digital Resources Quickly view PDF versions of your owners manual for VW model years 2012 and newer by entering your 17-digit Vehicle Identification Number (VIN). Volkswagen Touran Owners Manual Volkswagen Touran Owners Manual · Before setting off · Open and close · Sitting correctly and safely · Lights and vision · Transport · Practical equipment. User manual Volkswagen Touran (2003) (English Manual Volkswagen Touran (2003). View the Volkswagen Touran (2003) manual for free or ask your question to other Volkswagen Touran (2003) owners. Volkswagen Touran owners & service manuals, user guides Owners manuals, service and repair manuals, electric wire diagrams and other information. Volkswagen Touran: manuals and technical information ... The Volkswagen Online Owner's Manual. Quickly view PDF versions of your owners manual for VW model years 2012 and newer by entering your 17-digit Vehicle Identification Number (VIN). Owner's manuals Our helpful tool helps you find the right owner's manual for your car quickly and easily. Simply enter your Vehicle Identification Number (VIN), and we'll take ... Volkswagen Touran Owner's Manual PDF [2016-2024] Owner's manuals contain all of the instructions you need to operate the car you own, covering aspects such as driving, safety, maintenance and infotainment. Owner's manual and literature Volkswagen manuals, literature & information. Home. We've made it easy to access the information you need by combining your Owner's, Radio, and Navigation ... Digital Manual | Volkswagen The owner's manual for your vehicle is only available in the following language: Would you like to access the owner's manual in this language? IPT Crane and Rigging Answer Book Flashcards Study with Quizlet and memorize flashcards containing terms like Two types of wire rope center core designs, What is the percentage gain in strength using ... Ironworker Quality Construction Practices, Reference ... Rigging for Ironworkers: Ironworker Quality Construction Practices, Reference Manual & Student Workbook by International Association Of Bridge, Structural, ... Basic Rigging Workbook - BNL | Training | Login The purpose of this document is to discuss the requirements for planning and performing an incidental lift using an overhead

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