Content Style Guide

Expressions in use

OK to use	Avoid (and why)
"Free/Libre and Open Source", "Free and Open Source", or "Open Source"	"opensource" or "open source" or "open-source". Ref.: https://opensource.org/blog/is-open-source-ever-hyphenated https://perens.com/2017/09/26/on-usage-of-the-phrase-open-source/ https://twitter.com/dirkriehle/status/1526488122531381248
proprietary software	Commercial software as it's ambiguous.

Domain names and emails

- In documentation and examples, use the appropriate domain names: https://www.iana.org/help/example-domains
- Do not publish emails.online as this will just attract spam. Instead use forms, or an image of an email (that user must type in)

General tips

"&" vs. "and"

Generally, don't use the ampersand in regular text, headings or titles as a replacement for "and" except inside tables or parentheses when space is limited, or in company names or other instances (paraphrased from https://www.probizwriters.com/PBW-blog/index.php/ampersand-usage/). See also When to use & instead of "and".

Capitalization in headings

Capitalize the first, last, and other important words, including

- Adjectives (tiny, large, etc.)
- Adverbs (quietly, smoothly, etc.)
- Nouns (tablet, kitchen, book)
- Pronouns (they, she, he)
- Subordinating conjunctions (when more than five letters); see list here.
- Verbs (write, type, create)

See also https://www.scribbr.com/academic-writing/capitalization-titles-headings.

- On https://avan.tech/RFP-Response-Red-Deer-College-Contract-Management-System, I capitalized all important words and suggest this pattern. Maybe h4, h5 could be first word only. We could see how it looks.

Currency

> When you're referencing specific amounts of money, use the currency code, followed by the amount, with no space. (Source: https://docs.microsoft.com/en-us/style-guide/global-communications/currency)

+Example +The company generated BRL2.89 billion (USD1.42 billion) in net revenue in 2015.
+If it's clear which currency you mean, it's OK to use just the symbol. When referring to a specific amount in euros, use the euro symbol (€), not the word euros. +Examples +One of the largest companies in the United States, Adatum Corporation generated $1.42 billion in net revenue in 2015. +Adatum Corporation generated €1.42 billion in net revenue in 2015.

See also Branding Guidelines