

Top tips: NYC web content style ~~Guide~~

✓ Write headings in sentence case

Use plain language

- Use simple, everyday words
- Use *you* to speak directly to the user
- Use active voice
- Use short sections and short sentences
- Use descriptive headings
- Use lists and tables to simplify content

Write at a 7th grade reading level

- Always make your content as simple as you can without losing meaning.
- Use the Flesch–Kincaid grade level formula to measure reading level.

Write descriptive links and buttons

✗ [Learn more](#)

✓ [Learn about rent stabilization](#)

Avoid abbreviations

✗ RSVP ASAP to lock in your appt.

✓ Respond as soon as possible to lock in your appointment.

Use contractions when they sound natural

✗ You will owe late fees if you do not file on time.

✓ You'll owe late fees if you don't file on time.

Don't capitalize city as in city government

✗ The City offers affordable child care programs.

✓ The city offers affordable child care programs.

Write dates and times like this:

✗ Sat. Sept. 21st, 2024
9/21/24
9AM

✓ Saturday, September 21, 2024
9 a.m.
5:30 p.m.

Use the oxford comma

✗ Birdwatchers can see songbirds, shorebirds, birds of prey and waterfowl.

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Get the full guide at designsystem.nyc.gov/content

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