



Project: LAPD*Online* Standards Guide

Assignment: Develop a style guide to help LAPD*Online* content creators maintain consistency with the content already written.

LAPD*Online* Standards

Grammar and Style When developing LAPD*Online* content, keep in mind the purpose and audience. You should write in standard American business English for a 9th grade reading level.

Style Factor	Usage
Reading level	9 th grade
Tense	Present
Person	Second person active
Tone	Conversational

References The following references were adopted as standards for written communication. Any issues or questions not answered by LAPD*Online* Style Guide should be resolved by referring to one of the references listed below.

- [Merrian Webster's Collegiate Dictionary](#)
 - [Roget's Super Thesaurus](#)
 - [The Chicago Manual of Style, 14th Edition](#)
 - [Gregg Reference Manual](#)
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Consistent use of terms Maintain consistent use of terms throughout the site. For example:

- Use Commanding Officer, Operations Support Division, not Assistant CO.
- Use Financial Crime Division, not Bunco Forgery Division.

Abbreviations and Acronyms

- Use abbreviations sparingly. In general, spell out the complete term the first time an abbreviation or acronym appears in the text. Then show the abbreviation or acronym with parenthesis.
- It is acceptable to use an acronym in a heading, but do not spell out its meaning in the heading. Instead, use and spell out the full term in the first sentence after the heading, if it hasn't been spelled out previously.
- Do not use acronyms, such as "SLO", without defining.
- Redefine acronyms in hyperlinked text.

Technical Terms

- Do not use technical terms, such as "Ideal Area", without defining. Do not use a technical term if:
- A more familiar term would do just as well.
 - It obscures, rather than clarifies, the meaning.

Numerals in text

In general, spell out zero through nine and use numerals for 10 and up.

Exception	Usage
Units of measure – time, money, etc.	Use numerals instead of words
Data entry	Use numerals if describing data entry that requires numerals or when referring to a step in a procedure.
Mathematical expressions	Use numerals

HTML Considerations

- Each document should be short – no more than two or three screens.
- Each document should link to related documents or content within the active document (anchor links).
- Make sure the links work and are easy to navigate.
- Try to make sure the user is not more than two or three clicks away from the information they need.

**Content Style
Considerations**

- DO NOT USE ALL CAPS!!
- Left justify all text
- Use the same typeface and size for all content
- Do not indent paragraphs
- Use anchor links for longer content areas
- Use bullets when information is in a listed format
- When using short, bulleted statements, do not use end punctuation. When bulleted items are complete sentences, use periods at the end.

**Content
Considerations**

- Always remember that your audience is the community even though the site is read by other LAPD personnel and other law enforcement agencies.
 - Be sure to remove time-sensitive content when it is no longer relevant (holiday safety tips)
 - Avoid “we” statements (Example: *“We hope this information will be of benefit to you.”*)
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