

Pega Academy writing style guidelines: Titles & Acronyms

Titles

- Keep titles accurate and short.
- Use sentence case, except proper terms that require capitalization.
- For concept or reference titles, use a noun or noun phrase.
- For task titles, use a user-oriented *-ing* action verb.

Correct concept title: *Access groups*

Correct task title: *Changing user profiles*

Correct first use in text: *Robotic process automation (RPA)*

Subsequent use: *RPA*

Correct: *USB, FAQ, URL*

Acronyms

- On the first use of an acronym in the article body, write out the acronym followed by the acronym in parentheses.
- On subsequent mentions in the same topic, article, page, or screen, use the acronym without spelling it out.
- You can use more well-known acronyms without writing them out.

Pega Academy writing style guidelines: Voice, Style, and Globalization

Correct: *The value displays on the form.*
Incorrect: *The value will display on the form.*

Correct: *You add rows or columns...*
Best: *Add rows or columns...*
Incorrect: *We add row(s) or column(s)...*

Voice and Style

- Use the active voice.
- Use the Present simple tense.
- Minimize the use of pronouns; **You** is ok but try to use imperatives.
- Avoid adding (s) or (es) in parentheses to a singular noun to form the plural.

Globalization

- Use plain language; short, clear sentences and precise wording.
- Avoid contractions.
- Avoid slang, local or national references, puns, or wordplay.
- Write for your audience.
- Avoid Latin abbreviations.

Correct: *You cannot use data pages.*
Incorrect: *You can't use data pages.*

Correct: *For example, and so on, that is, through, or by*
Incorrect: *e.g., etc., i.e., via*

Pega Academy writing style guidelines: Lists, Instructions, and Procedures

Lists, instructions, procedures

- Orient the user in the first step; provide information about the starting point.
- Ensure that the step corresponds to a user action and not to a UI process.
- Steps can contain up to three related actions in a single sentence.

- Describe steps and procedures as **Action > Result**.
- Describe results only when they are unexpected or important.

- Include a short introductory sentence before every list.
- Make list items consistent, if one item begins with a verb or noun, start each item in the list the same way.
- If at least one item is a complete sentence, end all items with a period.
- If any item forms a complete sentence when combined with the list introduction that precedes the colon, end all items with a period.

Correct: In the App Studio navigation pane, click **Case types > Service Request**.

Correct: On the **File** menu, click **New**, select an object type, and then click **Save**.

Correct: Click **Case Types** to return to the case lifecycle form.

Correct: Click **Save** to allow users to create cases and complete assignments from the worklist without network access.

Incorrect: Click **Save** to save your changes.

Correct: You can use role-based access control to:

- Access portions of the UI.
- Use a privilege to control access.

Incorrect:

- Configure the template
- The definition is added to the template