



Product Copy Flight Check

Language

- Omit jargon and uncommon or unfamiliar terms
 - Is it easy to understand? Or will it require an interpreter?
- Consistent copy from one screen to the next

Punctuation

- No punctuation. Period.
 - *Unless* UI absolutely requires several sentences of text
- Use ampersands (&) in labels: navigation, buttons, charts, tables, etc.

Capitalization

- Default is sentence case
- Exceptions:
 - Buttons, Nav, Formal Names are Title Case
 - Filters, Overlines, HLM warning copy are ALL CAPS

Button labels

- Use strong verbs that indicate action that will happen
- Use OK. Not Okay, O.K., Ok

Search fields

- Use icon + placeholder text (to indicate intent or format)

Dates

- Use 3-letter abbreviation for month. Ex. Apr 17, 2022 or Apr 2022

Day

- Use 3-letter abbreviation for days of the week. Ex. Sun or Sun, April 17, 2022