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Government Digital Service

Cabinet Office

One guidance project

Search

Last updated 22 July 2014 ⏶ feed

Government Digital Service
Content style guide

This style guide is part of the Design Principles document.

Writing for GOV.UK
Style points
› **Content types**
Writing for the web
What's new
A to Z

Writing for GOV.UK

GOV.UK is for anyone who has an interest in how... We... ...style guidance will help us make all GOV.UK info...

It has a welcoming and reassuring tone and aims...

We take all of the writing for web points into acc... following points based on user testing and analy...

Active voice

Use the active rather than passive voice. This wil...

Addressing the user

Address the user as 'you' where possible. Conter... citizens and businesses to get involved or take a... email' or 'Pay your car tax'.

GOV.UK

Inside GOV.UK

Search blog

Organisations: Government Digital Service

Current state of APIs on GOV.UK

More than 2 years after James originally published (w)here are those APIs you promised?, it's time to set the record straight on APIs for GOV.UK.

Read more

21+01:00","tags":[{"id":"https://www.gov.uk/api/tags/section/w
lug":"working/time-off","web_url":"https://www.gov.uk/browse/w
:"Holidays, time off, sick leave, maternity and paternity leav
":"Includes career breaks and the holiday entitlement
"short_description":null,"type":"section"},"content_with_tag":
://www.gov.uk/api/with_tag.json?section=working%2Ftime-
l":"https://www.gov.uk/browse/working/time-off","state":"live
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://www.gov.uk/api/with_tag.json?
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_url":"https","state":"live","parent":null}],"related":[{"id":"h
rights.json","web_url":"https://www.gov.uk/holiday-entitlement
,"format":"guide","owning_app":"publisher","in_beta":false,"up
01:00","group":"subsection"},{"id":"https://www.gov.uk/api/sch

...ursday 18

...nts and policy, GOV.UK

...ember, from 11:30am to ... head to the pub ...g Eventbrite, you'll need

...ber

Inside GOV.UK

A product blog about developing and iterating the GOV.UK website. For the people who publish content to the site and anyone else who is interested.

Categories

Select Category

Standards and guidelines

Read GOV.UK standards and guidelines on blogs, URLs, service requests, Welsh, logos and more.

Inside GOV.UK blog

How to publish content on GOV.UK

Manual for writers and web editors from government departments and agencies, with details about how to create and edit documents and organisation home pages.

Please note this manual is a draft version and will be revised shortly.

Edit a published document

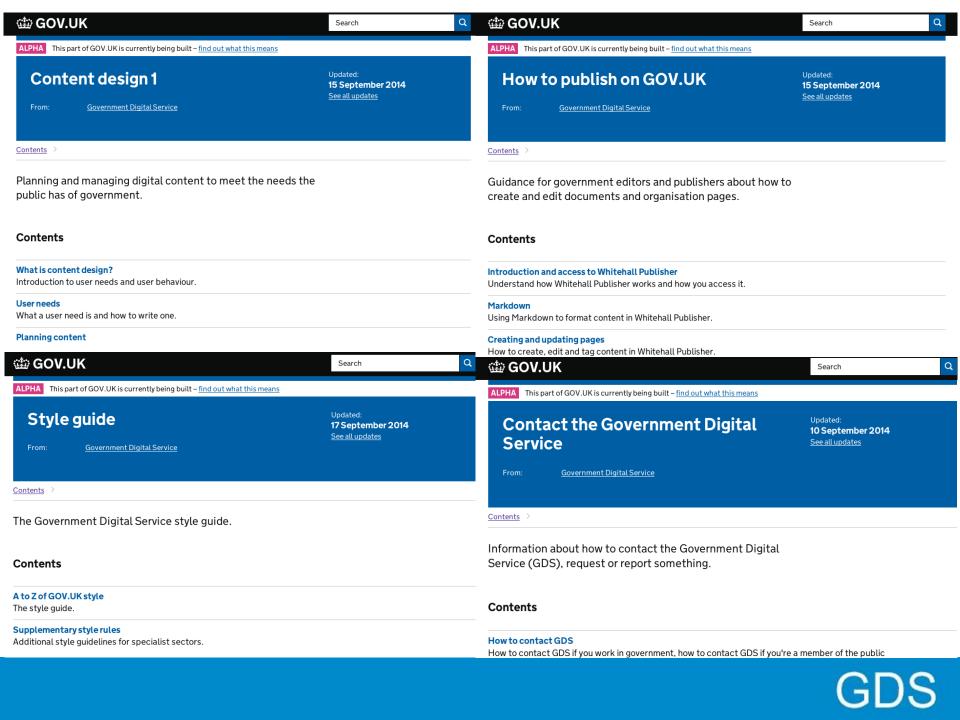From the document list or from your dashboard, click on a document title to view it.

Publication — The Kay review of UK equity markets and long-term decision-making: interim report

Click 'Create new edition' to start a new draft version of your document for editing.

User research

- workshops
- interviews
- tree jack tests
- card sorting
- user research in the lab

Search

Content design 1

Updated:
15 September 2014
See all updates

From: Government Digital Service

Contents >

Planning and managing digital content to meet the needs the public has of government.

Contents

What is content design?
Introduction to user needs and user behaviour.

User needs
What a user need is and how to write one.

Planning content

Search

How to publish on GOV.UK

Updated:
15 September 2014
See all updates

From: Government Digital Service

Contents >

Guidance for government editors and publishers about how to create and edit documents and organisation pages.

Contents

Introduction and access to Whitehall Publisher
Understand how Whitehall Publisher works and how you access it.

Markdown
Using Markdown to format content in Whitehall Publisher.

Creating and updating pages
How to create, edit and tag content in Whitehall Publisher.

Search

Style guide

Updated:
17 September 2014
See all updates

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The Government Digital Service style guide.

Contents

A to Z of GOV.UK style
The style guide.

Supplementary style rules
Additional style guidelines for specialist sectors.

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Contact the Government Digital Service

Updated:
10 September 2014
See all updates

From: Government Digital Service

Contents >

Information about how to contact the Government Digital Service (GDS), request or report something.

Contents

How to contact GDS
How to contact GDS if you work in government, how to contact GDS if you're a member of the public

GDS

How to publish on GOV.UK

Updated:
15 September 2014
See all updates

From: Government Digital Service

Contents > Organisation pages

Organisation pages

How to create, edit and add content to your organisation pages.

Open all   Close all

Edit your organisation page   ⌄

Set up your organisation page   ⌄

Top tasks   ⌄

Featured services and guidance   ⌄

Feature content   ⌄

Edit the 'What we do' section   ⌄

Add, edit or delete a contact   ⌄

GDS

How to publish on GOV.UK

Updated:
15 September 2014
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From: Government Digital Service

Contents >

Updates: How to publish on GOV.UK

Select one of the dates below to see details of updates to this guidance.

2014

Open all Close all

17 September 2014   ∧

Introduction and access to Whitehall Publisher

New section added.

Markdown

New section added.

Creating and updating pages

New section added.

Reviewing and approving content

What next?

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GDS