RWS501 Style Guide
General Publication and Usage for Mr. Coffee 4-Cup Coffee Maker
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**Introduction**

This style guide is referenced to help explain the proper guidelines and standards to follow when creating a MR. COFFEE® Coffee Maker Instruction Manual. It is based on the Chicago Manual of Style, 16th Edition, and the American Heritage Dictionary, 5th Edition. The following sources were used in the making of this document:


**Document Formatting**

All measurements are given for a 6x9” size page. If using another page size, scale to appropriate measurements for that size page.

**Margins**

Margins for the top and bottom of the page should be 1 inch. Margins for the left and right should be .5 inches. There should not be any borders or markings along the margins.

**Table of Contents**

The Table of Contents should only include major headings and their subheadings. The words Table of Contents should be bolded, followed by a line of space, then the components of the Table of Contents. If needed, the section names can be abbreviated to make them fit on a single line, so long as the meaning of the section is still clear. There should not be a number, letter, or other symbol before any sections. The section name should be followed with a leader consisting of periods until the page number is reached.

**Paragraph Formatting**

Text should not be indented. Content should be Calibri 12 pt. font, and generally free of font highlighting. The document should be single spaced, left-justified, and have 6 pts. of space after each paragraph. See “Writing Style” section for information on what constitutes as a paragraph. All sentences should be ended with proper punctuation.

**Headings**

Headings should be 16-point font, bolded, with 12 points of space before and 6 points after them, title case, left justified, and not indented.

Second headings (subheadings) should be indented and 1 pt. smaller, but otherwise follow the other conventions of first headings.

No headings should be used past second headings.
Cross-Referencing
Cross referencing should be used when discussing something that another area of the manual has already explained, or cannot be explained easily in words. Punctuation not in the name of the reference should go outside of the quotes/parentheses.

Sections
When cross referencing another section, always directly refer to the section, and then bold the section name and put it in quotes.

For example: To activate the DELAY BREW cycle, see the “Brewing Coffee Later” section.

Figures and Tables
To cross reference a figure, diagram, or table, refer to the information that would be in the graphic, then follow it with the name of the graphic in parentheses and italicized.

For example: … permanent filter into the removable filter basket (Figure 2).

Lists
All lists should follow the following style: conventional font size and highlighting, and the text should be indented 5 spaces from the margin.

Numbered lists should be used when making step-by-step instructions, or when making a component list in which the numbers reference an area of a diagram. Component lists may also be lettered once there is another list in the same diagram that is numbered (see “Tables and Figures”). Round bullets should be used at all other times. Hyphens and other bullet shapes should never be used.

Headers and Footers
There should be nothing in the header of the document, and only page numbers in the footer.

Page Numbers
Page numbers should be present in the outer corners of each page, starting with the first non-cover page, up until the last page. They should consist of the number by itself, italicized, and in the same size font as the rest of the manual. There should not be a page number on the cover, nor on the back of the manual.

Footnotes
There should be no footnotes in the document. Any information you want to make note of should follow the guidelines in the section “Note” under the Special Notices section.

Special Notices
These notices are to be used when a user must pay special attention to certain information, as it pertains to their wellbeing, or gives exceptions to what was stated previously. If the notice contains any information regarding possible injury to the user, it should always fall under the Warning category with no exceptions.
Warnings

Warnings should be preceded by the warning symbol seen on the left. Immediately following the symbol should be the word “CAUTION” in all caps, bolded, and with a colon, followed by the warning. There should be 6 points of space above and below the warning. The symbol should always stay 1x1”.

Notes

Any special notes or notices should be preceded with the word “NOTE” in all caps, bolded, and with a colon, followed by the notice. This section should not include anything that could be harmful to the user, which would fall under the Warning section above.

Punctuation & Symbols

Periods

Periods should be the standard punctuation most frequently used at the end of sentences. There should be only one space after every period.

Exclamation Points

Exclamation points should be used sparingly at the end of sentences to signify enthusiasm.

For example: “Enjoy your new coffeemaker!”
“The clock is now set!”

Question Marks

Question marks should also be used sparingly at the end of sentences or headings to signify a question.

For example: “Too hard to wait for the coffee to finish brewing?”
“What are the Limits on Sunbeam’s Liability?”

Commas

Commas should be used to signify pauses, to separate multiple adjectives, and to separate items in a sequence. The Oxford Comma should be used to clearly distinguish among the items in a list.

For example: “When the brewing is complete, turn your coffeemaker off” (signifies pause)
“Place the appliance on a hard, flat level surface (separates adjectives)
“Wash the decanter, decanter lid, and the filter basket” (separates items)

Note the use of the Oxford Comma in the last example.

Colons

Colons should be reserved for Special Notices, such as Warnings and Notes. (See the “Special Notices” section above.)
Hyphenation
The specifications outlined below highlight hyphenation usage in particular cases.

Hyphens Formed with Prefixes
Compound words formed with prefixes should generally be closed, regardless of the part of speech they fall under (nouns, verbs, adjectives, or adverbs).

For example: nonstick, preset

Note, though, that a hyphen should be used:
- Before a capitalized word or numeral (i.e., post-2010)
- Before a compound term (post-coffee-brewing method)
- To divide two side-by-side letters or syllables that may produce a misreading (semi-independent)
- To divide repeated terms in a double prefix (re-reviewed)
- When a prefix or combining form can act as its own independent word (macro- and microscopic)

Hyphens with Nouns and Gerunds
A noun and gerund combination used together as a noun should generally be set as an open compound with no hyphenation, whereas a noun and gerund combination used as an adjective should be hyphenated before a noun.

For example: coffee brewing vs. coffee-brewing method

Some permanent compounds, or those that have been integrated into the language and are present in the dictionary, should be closed.

Hyphens with Nouns and Adjectives
A noun and adjective combination should generally be hyphenated before a noun and kept open or unhyphenated after a noun.

For example: a trouble-free operation vs. the operation should be trouble free

However, certain compounds recognized by the American Heritage Dictionary as having a hyphen should keep their hyphen in both (and all) cases.

For example: toll-free numbers, the number is toll-free, call us toll-free

Slashes
Forward slashes (/) can be used throughout the manual to show alternatives or ratios. For instance, if the manual is printed in both English and an alternate language such as Spanish, its cover can include titles and sub titles written in both English and the alternate language that are separated by a slash.
The slashes that separate these different-language titles and sub titles on the cover page should have one space before them and at least one space after them. If the title “User Manual / Manual del Usuario” is written on two separate lines, one space should be placed between the first “Manual” and the forward slash, followed by the “Manual del Usuario” on the next line.

For example: User Manual / Manual del Usuario

If a sub title that designates the type of coffeemaker in both English and the alternate language is written on one line underneath the brand name, one space should be used after the last word of the English sub title, before the forward slash, and one space should be used after the forward slash, before the alternate language sub title.

For example: 4 Cup Coffeemaker / Cafetera para 4 Tazas

In all other areas of the manual, slashes that separate two components and show either alternatives or ratios do not need to have any extra spacing before or after them.

For example: For Switch Models (DR4/DR5)
            1 level tablespoon (tbsp.) = 5 gr./0.17 oz.

No backslashes (\) should be used in the manual.

**Symbols**
The special, decorative “O” symbol found within the MR. COFFEE® brand logo should only be included on the cover page. Whenever the brand is mentioned within the body of the manual, including in tables, the “O” in MR. COFFEE® should be written as a normal capital O, since the brand name is capitalized. However, the brand name should always be accompanied by a registered trademark symbol, ®, wherever it appears (see the “Copyright and Manufacturing” Heading under the Legal Information Formatting section).

**Writing Style**

**Grammar**

**Imperatives**
The imperative mood should be used throughout the instruction manual, as instructions are conventionally written in the imperative. Commands should be given to the user in the form of action verbs that dictate what steps and safety measures he or she should take to operate the coffee manual effectively.

For example: Plug in the coffeemaker
**Passive Voice**
Because this is an instruction manual, passive voice should not be used in any areas where the user is meant to be the agent of the action. Instead, active voice should be used in all of these cases. The goal of the instructions manual is to make the user aware of the steps he or she should take to operate the coffeemaker correctly, safely, and effectively. Though imperative mood should be used and an invisible “you” should be implied (See “Informal Tone” under “Tone” section below), the user should be made the agent of all actions that they are to carry out with the coffeemaker, as they will use and run it. Passive voice can be used in cases where the user is not meant to be the doer of the action, particularly in situations that would otherwise create confusing noun strings without the use of passive voice. (See “Noun Stacks” section below.)

For example: “Be sure to properly center the filter and place it all the way down in the filter basket” instead of “Be sure the filter is properly centered and all the way down in the filter basket”

**Noun Stacks**
Noun stacks should generally be avoided when possible. Even though a noun stack can eliminate the number of words used to communicate an idea, a repeated succession of nouns, one after the other, can confuse the user. It is better to use more words and be clear than use less words and be unclear. Passive voice can be used to prevent a noun stack from occurring.

For example: “the minimum absorption of water by the coffee grounds” instead of “the minimum coffee ground water absorption”

The second phrase is vague: is the water absorbing the coffee grounds, or are the coffee grounds absorbing the water?

Noun stacks that describe MR. COFFEE® products are acceptable, but MR. COFFEE® product names should be bolded and placed in title case so that they can be distinguished as products by the user and made more readable.

For example, “MR. COFFEE® brand 4 cup basket paper filter” should be edited to read MR. COFFEE® Brand 4 Cup Basket Paper Filter.

**Tone**

**Informal Tone**
Though the subject “you” is implied with imperative mood, the informal tone or use of “you” should not be present in the document. Consistent imperative mood should be used, but the “you” should always be implied, rather than stated, to keep the composition of the document uniform.

**Humor**
No intentional humor or blatant sarcasm should be used, as the purpose of coffee instruction manuals is to inform, guide, and caution, rather than to entertain. The user should be respected, and their needs should be fulfilled. However, unintentional humor and sarcasm that surfaces in
certain sections such as the Troubleshooting Section is allowed, because the humor is a secondary effect that results from trying to inform or caution. See Table 1 for an acceptable use of unintentional humor and Table 2 for an unacceptable use of intentional humor.

Table 1. Acceptable Use of (Unintentional) Humor

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>POSSIBLE CAUSE</th>
<th>SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE COFFEE IS NOT BREWING</td>
<td>There is a power outage.</td>
<td>WAIT FOR POWER TO BE RESTORED.</td>
</tr>
</tbody>
</table>

Table 2. Unacceptable Use of Humor

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>POSSIBLE CAUSE</th>
<th>SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE COFFEE IS NOT BREWING</td>
<td>If the time is blinking on the microwave and you didn’t just open it early to retrieve your food, chances are there is a power outage.</td>
<td>WAIT FOR POWER TO BE RESTORED OR BE PROACTIVE AND GO GET A GENERATOR.</td>
</tr>
</tbody>
</table>

Paragraph and Sentence Length

Paragraphs should include all information needed to explain one overarching main idea thoroughly. Yet, they should be written in a concise manner and no more than five sentences long so that the manual is readable, accessible, and not overwhelming for users.

Sentences should be as clear and succinct as possible. Lengthy sentences should be avoided, especially run-on sentences that do not use adequate punctuation and conjunctions. However, legal information, such as information found in the “Warranty Information” can be composed of long sentences that clarify the ramifications of the warranty, provided that they are punctuated correctly.

Contractions

Contractions should not be used in the manual because the manual is formal and contractions are informal. Also, instructions are less firm when written with contractions, and steps and cautions should be written in the most resolute manner as possible. Even in sentences that do not explicitly instruct the user to carry out a particular action or to take a particular caution, contractions should not be used so that the absence of them remains consistent throughout the whole document.

For example: “Do not add cold water to the decanter if the decanter is already hot” instead of “Don’t add cold water to the decanter if the decanter is already hot”

If changing a contraction to its two full components sounds strange in a given sentence, reword the sentence to eliminate this issue.

For example: “Can’t wait for the coffee to finish brewing?”
Reword to something like “Too hard to wait for the coffee to finish brewing?”
Instead of “Cannot wait for the coffee to finish brewing?”
Spelling & Terminology

Abbreviations
Abbreviations should generally be reserved for tables. See Table 4 for the proper abbreviations for certain measurements.

Use of the Term “United States”
The term “United States” should be written out in its entirety in the regular text when it is used as a noun. When it is used in tables, or when it is used in the regular text as an adjective, it can be abbreviated as “US”.

For example: “If you live in the United States or Canada, please call us at the following toll-free telephone numbers” vs. “Please call us at the US telephone number”

Measurements
Measurements should be used whenever referring to specific quantities that need a corresponding label. Specific measurements that should be used in the manual are highlighted in Table 3, along with when to use them. Measurements not located within tables in the manual, but instead located within the regular body text, should not be abbreviated for formality purposes, but they can be abbreviated if they are found within tables. Refer to Table 4 for how to present measurements in tables.

Table 3. Specific Measurements Found in Body Text and When to Use Them

<table>
<thead>
<tr>
<th>Component</th>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seconds</td>
<td>Written out in full form,</td>
<td>Use when referring to intervals of time under a minute long in which a task or event will or must be completed.</td>
</tr>
<tr>
<td></td>
<td>Calibri, 12 pt.</td>
<td></td>
</tr>
<tr>
<td>Minutes</td>
<td>Written out in full form,</td>
<td>Use when referring to intervals of time under an hour long in which a task or event will or must be completed.</td>
</tr>
<tr>
<td></td>
<td>Calibri, 12 pt.</td>
<td></td>
</tr>
<tr>
<td>Hours</td>
<td>Written out in full form,</td>
<td>Use when referring to intervals of time in multiples of sixty minutes in which a task or event will or must be completed; exactly one day should be written as 24 hours when precision is desired.</td>
</tr>
<tr>
<td></td>
<td>Calibri, 12 pt.</td>
<td></td>
</tr>
<tr>
<td>Cups</td>
<td>Written out in full form,</td>
<td>Use when referring to amount of coffee brewed or amount of cleaning solution needed.</td>
</tr>
<tr>
<td></td>
<td>Calibri, 12 pt.</td>
<td></td>
</tr>
<tr>
<td>Fluid Ounces</td>
<td>Written out in full form,</td>
<td>Use when referring to amount of coffee brewed or amount of cleaning solution needed; cups can be expressed as fluid ounces and vice versa. This term should be used consistently when referring to liquid measurements, and the term ounces should not be used as a shorthand for it.</td>
</tr>
<tr>
<td></td>
<td>Calibri, 12 pt.</td>
<td></td>
</tr>
</tbody>
</table>
Table 4. Specific Measurement Abbreviations and When to Use Them

<table>
<thead>
<tr>
<th>Component</th>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seconds</td>
<td>Abbreviated as secs. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Minutes</td>
<td>Abbreviated as min. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Hours</td>
<td>Abbreviated as hrs. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Tablespoons</td>
<td>Abbreviated as tbsp. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Fluid Ounces</td>
<td>Abbreviated as fl. oz. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Grams</td>
<td>Abbreviated as g. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Ounces</td>
<td>Abbreviated as oz. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Amperes</td>
<td>Abbreviated as A. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
<tr>
<td>Volts</td>
<td>Abbreviated as V. Calibri, 10 pt.</td>
<td>Use this abbreviation in tables only.</td>
</tr>
</tbody>
</table>

Use of Articles with Abbreviations, Acronyms, and Initialisms

When placing an indefinite article before an abbreviation, consider how the abbreviation should be pronounced to conclude whether an “a” or “an” should be placed before it. If the abbreviation’s phonetic pronunciation begins with a vowel sound, regardless of whether its first letter is indeed a vowel, “an” should be placed before it. Yet, if the abbreviation’s phonetic pronunciation does not begin with a vowel sound, even if the abbreviation starts with a vowel, an “a” should be placed before it.
For example: “This coffeemaker is an NCA (National Coffee Association) favorite.”
vs.
“This coffeemaker is a NASCAR favorite.”

“This coffeemaker is an AARP favorite.”
vs.
“This coffeemaker is a AAA (Triple A) favorite.”

In general, acronyms (which are pronounced as single-unit words) typically do not have “a,” “an,” or “the” placed directly before them. However, when they are used in the form of an adjective, they do have an article placed directly in front of them.

For example: “See FAQs for more information.”
“A/The FAQs section is found on page 6”

Initialisms, on the other hand, are pronounced as a sequence of individual letters and often have an article placed before them.

For example: “In the US or Canada, please call us at the following toll-free telephone numbers”

**Pleonastics**
Using excessive words to refer to an object or idea (pleonastics) should be avoided, unless the additional words serve an informative purpose. The goal is to be as clear and concise as possible in the manual.

For example: The term “glass decanter” can be used during the first mention of the decanter, in the list of the “Coffeemaker Features and Benefits” section, and in the “Diagram of Parts” section to specify what material it is made out of, but all subsequent references to the decanter should just use the simple term “decanter.”

**Tables and Figures**

**Tables**
All tables should be consistent throughout the manual and follow the guidelines as outlined in Table 5. Tables within the manual should be used for suggestive purposes (i.e. “Suggested Coffee Measurement Chart”) or for the Troubleshooting section (see “Troubleshooting Section”).
Table 5. Guidelines for Formatting Tables for Suggested Use

<table>
<thead>
<tr>
<th>Component</th>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Calibri, 12 pt., bold, left-justified, title case</td>
<td>Titles should be clear, concise, and descriptive. Should begin with “Suggested.”</td>
</tr>
<tr>
<td>Column Headings</td>
<td>Calibri, 10 pt., bold, centered, title case</td>
<td>Column headings should explain what is being listed in the columns below.</td>
</tr>
<tr>
<td>Body Text (within Columns)</td>
<td>Calibri, 10 pt., centered, title case, numbers 1-10 can be left as numeral digits, abbreviations are okay</td>
<td>Keep information clear and concise. Be descriptive and list all units of measurement.</td>
</tr>
<tr>
<td>Empty Columns</td>
<td>Merge the empty cell with the surrounding cells to create one large cell.</td>
<td>Empty columns should not be included. If there is an extra column, it may be used for measurement conversions.</td>
</tr>
<tr>
<td>Borders</td>
<td>Borders should be $\frac{1}{2}$ pt. wide and the color black.</td>
<td>Every cell should have a border.</td>
</tr>
</tbody>
</table>

Figures

Figures should be utilized for further clarification and should be placed on the right-hand side of the text. Figures should have a gray 1-pt. wide border around them. Label each figure below the picture in parentheses, and with an increasing figure number. The label should be italicized and in title case and should have the figure number, em-dash, and then a brief explanation of what the figure is portraying. If it is not clear by looking at the photo of what is being demonstrated, it is acceptable to use a circle to further identify what is being explained.

For example, “(Figure 2 – Adding water and ground coffee)”.

Diagrams

All diagrams should be consistent throughout the manual and follow the guidelines as outlined in Table 6. Diagrams within the manual should be used to display the various parts of the coffee maker, including the control panel.
## Table 6. Guidelines for Formatting Diagrams

<table>
<thead>
<tr>
<th>Component</th>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Calibri, 16 pt., bolded, all caps, left-justified, and a line of space below it.</td>
<td>The title should be descriptive yet as short and simple as possible. It should also include the word “Diagram.”</td>
</tr>
<tr>
<td>Sub title(s)</td>
<td>Calibri, 12 pt., bolded, title case, left justified</td>
<td>Sub titles should further explain and clarify certain sections of the diagram. They should let the user know what exactly they are looking at.</td>
</tr>
<tr>
<td>Lists</td>
<td>Calibri, 10 pt., title case, left-justified, either numbered in ascending order or alphabetized. Bold the number or letter.</td>
<td>Each item on the list should correspond to its matching circle. For instance, circle 1 matches with 1 on the list. These numbers or letters should label what is being shown on the coffeemaker.</td>
</tr>
<tr>
<td>Multiple Lists in a Single Diagram</td>
<td>Calibri, 10 pt., title case, left-justified. Differentiate the multiple lists with sub titles (see sub title) and with different listing formats (numbering, then alphabetizing). Bold the number or letter.</td>
<td>One list should include all the parts of the coffee maker and correspond to the picture. A separate list should be utilized for more detailed sections of the coffee maker, like the control panel.</td>
</tr>
<tr>
<td>Pictures</td>
<td>Black and white coloring, use a 1-pt. wide gray border around “close-up” or zoomed-in images only. Pictures should have numbers or letters that correspond to the list(s). The numbers or letters should be circled and bolded.</td>
<td>Pictures should clearly display the various sections of the coffee pot, zooming in on more specific areas that are critical for operating, like the on/off button. There should be at least one picture displaying the machine in its entirety.</td>
</tr>
</tbody>
</table>
Illustrations

Illustrations must have a sub title (see sub title) and a label below each image (see illustration label).

Each illustration should be understandable and should display necessary tools for the brewing process, like coffee filters.

Illustration Label

Calibri, 10 pt., title case, centered

The label should describe what the illustration is displaying. Be concise.

Troubleshooting Section

The troubleshooting section should be formatted in a three-column table and follow the guidelines outlined in Table 7.

Table 7. Guidelines for Formatting the Troubleshooting Section

<table>
<thead>
<tr>
<th>Component</th>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Calibri, 16 pt., bolded, all caps, left-justified, and a line of space below it.</td>
<td>The title should be called: “Troubleshooting Section”</td>
</tr>
<tr>
<td>Body Text (below title)</td>
<td>Calibri, 12 pt., left-justified, and a line of space below it, capitalizing only important, key words.</td>
<td>This section should briefly describe what the table below is asking users to do in case they experience any issues. Should be between 50-75 words.</td>
</tr>
<tr>
<td>Column Headings</td>
<td>Calibri, 10 pt., bolded, left-justified, all caps, background shaded a light gray</td>
<td>Should describe what is in the columns below. Between 1-3 words.</td>
</tr>
<tr>
<td>Body Text within the “Problem” Column</td>
<td>Calibri, 10 pt., bolded, left-justified, all caps</td>
<td>Should list the various problems a user might be experiencing.</td>
</tr>
<tr>
<td>Body Text within the “Solution” Column</td>
<td>Calibri, 10 pt., left-justified, all caps</td>
<td>Should list the various solutions to possible problems the user might be experiencing.</td>
</tr>
</tbody>
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### Font Highlighting
Font highlighting should be used in a consistent manner throughout the manual. It should be used to grab the user’s attention for certain sections of the manual, for example, with a header or sub header. Font highlighting is also acceptable for warning words, such as “Caution,” and may be used to highlight the problems within the Troubleshooting Section (see Table 7).

### Capitalization
Capitalization should be used in a consistent format throughout the manual. For headers or the name of the brand, use all caps. Additionally, all caps may be used throughout the manual to identify important key sections or words to the user. Title casing may be used for titles, sub headers, and labels. Use sentence case for all other body text.

### Bold
Bolding may be used for titles, sub headers, important sections (i.e. “Important Safeguards”), and/or important keywords or phrases.

### Italics
It is acceptable to use italics when referencing a specific figure or for labeling a figure.

### Underline
Underlining should not be incorporated within the manual. For emphasizing certain words or sections, bold or italicize the text.
Legal Information Formatting
The legal information of the manual should be found in the same place within all manuals to ensure consistency and standardization. All legal information must be placed on the inside of the front cover of the manual and should include the manufacturer’s information (see Copyright & Manufacturing). All warranty information should be placed on the last page of the manual (see Warranties & Liability).

Copyright & Manufacturing
All trademarked words must be marked with a registered trademark symbol at the end of the word, every time it is used throughout the manual (see example below). The manufacturing information should include the company that owns the rights to the trademarked words and a help hotline for U.S. and Canadian users. Lastly, it should include the region in which the product has been distributed from.

For example, “MR. COFFEE® 4-Cup Coffee Maker”

Warranties & Liability
The warranty section must be placed at the top of the last page of the manual. It should include how long the warranty of the machine is, when it begins, what it covers, and the exceptions and limitations of the coverage. The liability section should be placed directly below the warranty section and should describe what the manufacturer is not liable for. Lastly, it should include how to go about obtaining a warranty service and a help hotline for both US and Canadian citizens. In boldface and centered below the rest of the body text, there should be a sentence instructing users to not return the product to any of the addresses listed within the manual.