



## Style Requirements for Manuals and Specifications



Version 1.1, September 2012 (Arial 14 White)

## Revision History (Arial 18 Bold, MSRB Blue)

Version	Date	Description of Changes
1.0	August 2012	Developed Quick Reference Guide for Manuals and Specifications
1.1	September 2012	Updated standards for Revision History, Graphics, Tables, and Test Data

The Revision History should be located right after the cover page and before the Table of Contents. There should not be any blank pages in the manuals or specifications.

### Document Version Control

Corrections to the grammar or formatting of a document do not require a version number change or notation in the revision history. All content changes (major or minor) will result in a 0.1 increase in the version number [e.g. 1.0, 1.1 ...1.9, 2.0] and an entry in the revision history.

To avoid allowing the revision history to continue onto a second page, minor changes may be consolidated into a single entry in the revision history, with the version number listed as the range of all versions reflected in that entry [e.g. 1.1 – 1.3]. The revision history should not exceed seven years.

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## Part 1: Template Standards

### Naming Conventions for Manuals and Specifications

Please see Part 3 of this Quick Reference Guide. Manual and specifications titles should not be in quotes, underlined or italicized.

### Using the Registered Symbol for the EMMA® System

The registered mark should only be used in the first reference to the Electronic Municipal Market Access (EMMA®) system. Each manual template contains standard MSRB and EMMA language in the introduction, which incorporates the registered mark.

You do not need to use the registered mark anywhere in the rest of the manual.

### Test Data and Examples

Please see Part 4 of this Quick Reference Guide for naming conventions for test users and other key test data. Additional data standards may need to be established per the specific needs of each user manual; please consult Communications regarding appropriate test data not explicitly outlined in this guide.

## Part 2: User Manual Content

Ensure content is accurate. Remove redundancies in text and outdated information. If content includes time-specific references, determine if the language is essential or can be removed as no longer relevant.

### Headings

The font, style and size for headings are in the respective MSRB and EMMA Templates. All caps should not be used in the content of any manual or specifications.

### Header and Footer

The header should consist of the name of the manual or specifications as shown in the templates. The footer should include “Municipal Securities Rulemaking Board” and the page number. The font size and style for the header is set to Arial 8, black, aligned right in the template.

### Footnotes

References to MSRB Rules and MSRB Resources such as notices, manuals, etc. should be made in the footnotes. Only sources of facts should be mentioned in the footnotes. The footnotes are set in Arial 10 in the template.

**Tense**

The content must be written in present tense, do not use past or future tense phrases such as “will” (unless absolutely necessary such as when an event occurs on a delayed schedule; most of the screen activity occurs real-time so “will” is unnecessary). For example: Use “The confirmation screen appears” rather than “The confirmation screen will appear.”

**Question and Answer Formatting**

The Question and Answer format should not be included in any manuals or specifications. FAQs should be a separate document if needed. The manual should be written in an instructional and educational voice.

**References**



References to MSRB Rules, documents, resources, etc. should not be italicized.


All documents must be spell-checked as a last step.

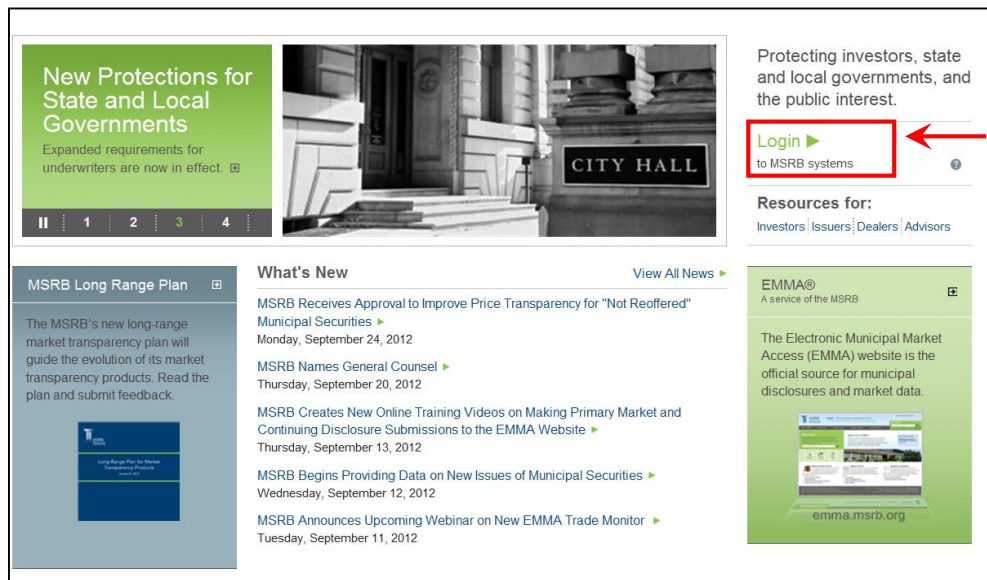
**Part 3: Standards for Graphics, Images and Text Emphasis**

The chart below outlines standards for graphical content and contains sample graphics.

**Figure 1: Standards for Graphical and Text Emphasis**

Standards for Graphics and Emphasis	Example/Details
Use an arrow to highlight elements of a screenshot or other image. Use red, 3-point weight, size 9 stealth shaped arrowhead. <i>Arrows and/or rectangles should both be used for visual interest and emphasis. Arrows should only be drawn at 90° or 180° degrees.</i>	 <p>See example on page 11.</p>
Use a rectangle to outline elements of a screenshot or other image with or in place of an arrow. Use red with 1.5-point weight. <i>Arrows and/or rectangles should both be</i>	

<i>used for visual interest and emphasis.</i>	See example on page 11.
Use a push-pin graphic to highlight Notes for visual interest. Do not use “Please Note...” or “Note that...”  The notes must be blocked text and left-aligned in Arial 12 (un-bolded).	 Use a push-pin graphic to highlight Notes for visual interest. Do not use “Please Note...” or “Note that...”
Emphasize text in bold (use double quotes sparingly).	Emphasis of text in a paragraph should be used to capture buttons or titles of links the user must click or take action on (i.e. “Click on the <b>Log In</b> button.”).
EMMA Blue	RGB 191 227 255
EMMA Light Green	RGB 218 237 198
EMMA Dark Green	RGB 147 204 86
MSRB Blue	RGB 10 53 91
MSRB Green	RGB 178 216 134



The screenshot shows the MSRB website layout. At the top left, there is a green banner for "New Protections for State and Local Governments". To its right is a "CITY HALL" image. On the right side, there is a navigation area with a "Login" button highlighted by a red box and a red arrow pointing to it. Below the navigation area is a "Resources for:" section with links for "Investors | Issuers | Dealers | Advisors". At the bottom, there is a "What's New" section with several news items and an "EMMA" section with a screenshot of the EMMA website.