

Style Guides

Style Guide for written knowledge products

- The purpose in writing is to communicate facts and ideas to a diverse audience. Therefore, the writing style should be clear, concise, accurate, fluent and easily understandable to capture the interest of the reader.
- The terms used must be common, but not vulgar. When you include rare words, so as not to appear outdated or overly technical, you must explain their meaning to the reader.
- Sentences should be short, with a recommended maximum length of 15 words. Subject, verb and predicate are the golden rule. However, you should vary the length and structure of sentences and paragraphs in order to maintain interest. Changing the shape, order and elements of sentences is even more important than changing their length. Repeating the same structure over and over is the surest way to bore the reader.
- No paragraph should consist of more than 100 words.
- Using active verbs and present tense is preferable. This brings the reader into the action.
- Quotations or literal reproductions from a text should be in quotation marks, not italic. We must distinguish between what is a quote and what is paraphrasing.
- The non Spanish words must be written in italics, with the accent, gender or plurals corresponding to them in their original language. This does not apply to whole sentences. Be careful not to abuse the use of non Spanish quotes.
- An informative text should explain itself. It must be designed so that the reader does not need to remember the background to understand the information that is offered.
- You must provide the reader all the necessary information to understand the environment of the events described.
- Avoid excessive use of acronyms.

Style Guide for using the MIF brand in knowledge products

This text should be incorporated into all knowledge products made as part of the project except Project Factsheets.

LOGO USE

The Multilateral Investment Fund requires that for all projects it finances, its contribution be mentioned in press releases, print articles and digital media, marketing materials (brochures, banners, etc.) and knowledge products that are produced. The official and approved MIF logos must be downloaded from the toolkit for such use. The MIF logo should be placed on an equal footing and size as the logo of the executing agency.

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