



Style Guide

By: Erica Yuan, Quincci Li, Iris Li



© 2023 AllTrails, LLC All Rights Reserved

These Terms & Conditions (these “**Terms**”) contain the terms and conditions on which we supply content, products, or services listed on www.AllTrails.com (the “**Website**”), through our applications (each an “**App**” and collectively the “**Apps**”) or via other delivery methods to you (the Website and such content, products, services and the Apps, each as may be updated from time-to-time at the sole discretion of AllTrails, are collectively referred to herein as the “**Product**” or “**Products**”). These Terms constitute a legally binding agreement between you and AllTrails.

Your use of certain Products may be subject to additional terms (“**Supplemental Terms**”) and such Supplemental Terms will either be listed in these Terms or will be presented to you on or in connection with such Products. If these Terms are inconsistent with the Supplemental Terms, the Supplemental Terms shall control solely to the extent of the conflict. The applicable Supplemental Terms are hereby incorporated into these Terms by reference (all applicable Supplemental Terms and these Terms, collectively, the “**Terms**”). Please read these the carefully before accessing, using, or ordering any Products from the Website, the App, or third-party App stores (e.g., the Apple App Store, the Android Play Store, Amazon, etc.). The terms “**AllTrails**,” “**us**” or “**we**” refers to AllTrails, LLC. The term “**Device**” refers to any device which is used to access the Products including but not limited to computers, smart phones and tablets. The term “**you**” refers to the user of the Products. When you order any Products (each such instance, an “**Order**”), visit the Website, download an App, or otherwise use or access the Products, you agree to be bound by these Terms. If you do not agree to these Terms, please refrain from using the Products.

The Products contain or embody copyrighted material, proprietary material or other intellectual property of AllTrails or its licensors. All right, title and ownership in the Products remain with AllTrails or its licensors, as applicable. The rights to download and use the Products are licensed to you and are not being sold to you, and you have no rights in them other than to use them in accordance with this License Agreement and our other Terms.

ALLTRAILS MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, CONCERNING THE ACCURACY, COMPLETENESS OR SUITABILITY OF THE INFORMATION AND DATA PROVIDED THROUGH THE PRODUCTS, AND SUCH INFORMATION AND DATA SHOULD NOT BE CONSTRUED OR USED AS A LEGAL DESCRIPTION. ACTIVITIES ASSOCIATED WITH THE PRODUCTS CAN AT TIMES INVOLVE RISK OF INJURY, DEATH, PROPERTY DAMAGE, AND OTHER DANGERS ASSOCIATED WITH SUCH ACTIVITIES. YOU UNDERSTAND THAT, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ALLTRAILS CANNOT AND DOES NOT ASSUME RESPONSIBILITY FOR ANY SUCH PERSONAL INJURY, DEATH, OR PROPERTY DAMAGE RESULTING FROM YOUR USE OF THE PRODUCTS. ALLTRAILS IS NOT RESPONSIBLE FOR THE MISUSE OR MISREPRESENTATION OF THE INFORMATION AND/OR DATA PROVIDED THROUGH THE PRODUCTS, AND ANY RELIANCE YOU PLACE ON SUCH INFORMATION AND/OR DATA IS THEREFORE STRICTLY AT YOUR OWN RISK.



Table of Contents

Introduction	7
Our Mission	7
Chapter 1: AllTrails Branding	8
Logo	8
Logo Basics	8
Logo Spacing	8
Logo Variations	8
Brand Colors	9
Primary Colors	9
Secondary Colors	9
Typography	9
Writing About AllTrails	9
Voice	11
Tone	11
Values and Principles	11
User-Centricity	11
Accessibility and Inclusivity	11
Accuracy and Reliability	11
Environmental Stewardship	12
Community Engagement	12
Innovation and Continuous Improvement	12
Empowerment and Adventure	12
Integrity and Trust	12
Chapter 2: Grammar and Mechanics	13
Punctuations	13
Apostrophes	13
Ampersands (Don't use &, use and)	13



Colons.....	13
Commas.....	14
Periods.....	14
Exclamation marks.....	14
Hyphens.....	15
Wordings and Tenses	15
Abbreviations	15
Spelling (American spelling).....	16
Chapter 3: Writing Style and Language	17
Word Choice	17
Active Voice	17
Contractions (Light & Casual Tone)	17
Plain Language (Start description with a verb).....	17
Be Concise	18
Buttons	18
Filters.....	18
Trail tags.....	18
Capitalization	18
Dates, Numbers & Measurements.....	19
Date	19
Time.....	19
Number	19
Unit of Measurement	19
Chapter 4: Writing for Accessibility.....	20
Page Layout.....	20
Use Headings	20
Color & Contrast.....	20
Content Organization.....	20
Avoid directional Wording	21
Use Descriptive Links	21



Use Plain Language.....	21
Buttons and Icons	21
Images	21
Videos.....	22
Chapter 5: Writing for Translation.....	23
Writing Dates and Numbers for Translation.....	23
Measurements	23
Currency	23
Formatting Images for Translation	24
Emphasizing Clarity for Translation.....	24
Choosing Language, Voice, and Tone for Translation	24
Words and Sentences to Avoid for Translation.....	24
Chapter 6: Inclusive Language	25
Avoid Ableist Language	25
Mentioning Disabilities	25
Write for a Diversity of Cultures.....	26
Avoid Racist Language	26
Avoid Ageist Language	26
Use Gender-Neutral Language	26
Avoid Violent Language	27
Avoid Adult Language	27
Chapter 7: Writing for Online Mediums	28
Writing Style for Web.....	28
Content-Length for Web	28
Links and External Content	28
Search Engine Optimization (SEO)	28
Image Guidelines	29
Using Alt Text for Images	29
Video Guidelines.....	29



Text Layout.....	29
Writing Content for Emails.....	29
Writing Email Structures.....	30
Using Colors in Emails.....	30
Using Fonts in Emails.....	30
Using Images in Emails.....	30
Writing Structured Content for Social Media.....	30
Index.....	31



Introduction

This is the style guide for AllTrails and outlines various standards and guidelines for maintaining a consistent branding style.

The style guide will include information on:

- specific brand design.
- grammar and mechanics.
- writing style and language.
- accessibility.
- translation.
- inclusive language.
- other online mediums.

Our Mission

The mission of AllTrails is to kindle the spirit of adventure. We are founded on the idea that we are all made better by spending time in nature. We continue to strive to share the outdoors with as many people worldwide as possible.

Chapter 1: AllTrails Branding

Logo

The AllTrails logo is a registered trademark and should be used consistently to maintain brand identity. Ensure that the logo follows these guidelines:

Logo Basics

- The logo is displayed clearly in all brand-related materials.
- Maintain the integrity and proportions of the logo and avoid distorting or altering it in any way.
- Don't use outdated versions of the logo.
- Whenever possible, make the logo background transparent.
- If a container is needed, use a rounded square, like our app icon.

Logo Spacing

- The empty space around the logo should be at least 150% of the width of the logo.
- The logo must be at least 16 pixels wide to maintain visibility and legibility.
- Avoid placing other graphic elements or text too close to the logo.

Logo Variations

There are two main logos for AllTrails:



Logo #1: Dark green (#142800) text



Logo #2: White (FFFFFF) text with neon green (#5DE372) mountain

Whenever possible, make the logo background transparent. If necessary, use light logos on dark backgrounds and dark logos on light backgrounds.



Brand Colors

Use the official AllTrails brand colors consistently in all brand-related materials. Use these colors for text, backgrounds, and graphic elements to maintain a cohesive brand identity. The primary colors are used for the logo, body text, headers, and other main elements. The secondary colors are used as background and accent colors.

Primary Colors

#142800	
#2C5601	
#5DE372	
#FFFFFF	

Secondary Colors

#C1C1C1	
#ACC3FF	
#C2CC9D	
#F6F5E8	

Typography

- Use 24-point font for headings and 14-point font size for body text.
- Use our brand font: Beatice
- #142800 is used for text on light backgrounds.
- #FFFFFF is used for text on dark backgrounds.

Writing About AllTrails

Follow these guidelines to help you convey AllTrails' mission, features, and value clearly and engagingly.



Guideline	Description
Understand AllTrails	Familiarize yourself with AllTrails' core features, such as trail exploration, user reviews, trail maps, and route planning. Gain an understanding of the platform's purpose and how it connects outdoor enthusiasts with nature.
Highlight Key Features	When writing about AllTrails, emphasize the unique features that set it apart from other platforms. Focus on functionalities like real-time trail updates, difficulty ratings, photos, and user-generated content that make AllTrails a comprehensive resource for outdoor enthusiasts.
Tailor the Content	Consider the target audience and tailor your content accordingly. Write in a way that resonates with hikers, backpackers, trail runners, and outdoor enthusiasts, adapting the tone and style to match their interests and expectations.
Tell Captivating Stories	Engage readers by sharing captivating trail stories, personal experiences, and encounters with nature. Use vivid descriptions and storytelling techniques to transport readers to the trails, creating a sense of adventure and exploration.
Provide Useful Information	When discussing specific trails or destinations, provide practical information such as trail length, difficulty level, elevation gain, and any unique features or landmarks. Include details about trail conditions, seasonal variations, and any permits or restrictions that users should know.
Incorporate Visuals	Use visual elements like photographs, maps, and graphics to enhance the reader's understanding and create an immersive experience. Ensure that visuals are high-quality, relevant, and properly attributed to their sources.
Incorporate AllTrails Branding	When writing about AllTrails, adhere to the brand guidelines provided. Use the official AllTrails logo, colors, and fonts as specified to maintain brand consistency and recognition.
Stay Accurate and Up to Date	Ensure the information you provide is accurate, up-to-date, and correct before including them in your content. Verify details such as trail names, distances, and amenities. Double-check facts, features, and any statistics to maintain credibility.
Encourage User Engagement	Encourage readers to share their experiences, reviews, and recommendations on AllTrails. Invite them to join the community, contribute to trail data, and interact with other outdoor enthusiasts. Foster a sense of belonging and camaraderie.



Voice

- **Friendly and Approachable:** Adopt a friendly and approachable voice when communicating with users. Make them feel welcome and encouraged to explore the world of trails and outdoor activities. We should invoke the persona of an adventurous friend.
- **Conversational Voice:** Write in a conversational style, as if having a friendly conversation with the user. Use warm, inviting, and relatable language to establish a personal connection.

Tone

- **Positive and Inspiring:** Maintain a positive and inspiring tone throughout all brand communications. Convey the joy of exploring nature, the beauty of trails, and the excitement of outdoor adventures. Inspire readers to embark on their trail explorations.
- **Authentic and Trustworthy:** Convey authenticity and build trust by being transparent, honest, and reliable in all communications. Users should feel confident they can rely on AllTrails for accurate and valuable information.

Values and Principles

Our principles at AllTrails guide our decision-making, shape our culture, and drive our mission to connect people with the outdoors. By upholding these principles, we aim to provide an exceptional platform that inspires and empowers individuals to explore, enjoy, and protect the natural world.

User-Centricity

We prioritize the needs and experiences of our users above all else. Their satisfaction and success in exploring the outdoors is at the heart of everything we do. We continually strive to enhance our platform to provide the best possible user experience.

Accessibility and Inclusivity

We are committed to ensuring that outdoor experiences are accessible to everyone. We embrace inclusivity by providing resources, information, and features that cater to diverse abilities, backgrounds, and interests. We believe that all should enjoy nature.

Accuracy and Reliability

We value accuracy and reliability in all aspects of our platform. We strive to provide the most up-to-date and reliable trail information, including conditions, difficulty ratings, and user reviews. Users can trust the information on AllTrails to plan their outdoor adventures confidently.



Environmental Stewardship

We believe in the importance of responsible outdoor recreation and environmental stewardship. We encourage our users to respect and preserve the natural environment, follow Leave No Trace principles, and contribute to the sustainability of outdoor spaces.

Community Engagement

We foster a strong sense of community among outdoor enthusiasts. We encourage users to connect, share their experiences, and inspire others to explore the beauty of nature. We value active engagement, feedback, and collaboration with our community to improve our platform continuously.

Innovation and Continuous Improvement

We embrace innovation to enhance our platform's capabilities and features continually. We are committed to staying at the forefront of technology and industry trends, enabling us to provide cutting-edge solutions and an exceptional user experience.

Empowerment and Adventure

We empower individuals to discover, explore, and embrace outdoor adventures. We inspire and encourage users to step outside their comfort zones, push their limits, and create lifelong memories through the pursuit of outdoor activities.

Integrity and Trust

We conduct our business with integrity, transparency, and honesty. We prioritize the trust of our users and partners, maintaining open communication and honoring our commitments. We strive to build long-lasting relationships based on trust and mutual respect.

Chapter 2: Grammar and Mechanics

Punctuations

Apostrophes

Use apostrophes to form possessives with nouns. For Singular nouns, add 's, even the nouns end in s. For Plural nouns, only add an apostrophe (') after the nouns.

We also use apostrophes to represent:

- Contractions (you'll, you're)
- Omitted Terms (don't, can't)

Ampersands (Don't use &, use and)

Use "and" instead of Ampersand (&). Ampersand distracts the audience from other content.

Do	Don't
River and Ruin Side Trail	River & Ruin Side Trail
Orchard and Vista	Orchard & Vista

Colons

Use colons to introduce titles, explanations, and links.

- To separate title and subtitle
 - Rough Valley Loop: Vista and Mast Trails
- To introduce an explanation of previous statements
 - Wildlife closure: This area is subject to closure due to wildlife activity related to black bears
- To introduce a link
 - Please visit: <https://www.parks.canada.ca>

Capitalize the first word of a sentence after a colon.

Do	Don't
Wildlife closure: This area is closed.	Wildlife closure: this area is closed.

Don't use colons to differentiate headings and descriptions.

Do	Don't
Mosquito activity Plan ahead for any mosquitos on your route.	Mosquito activity: Plan ahead for any mosquitos on your route.

Commas

Use Oxford Commas (serial commas) in a list of three or more items before conjunction (e.g., and, or).

Do	Don't
This loop is busy at sunrise, sundown, and during the fall foliage time.	This loop is busy at sunrise, sundown and during the fall foliage time.

- Use a comma when you take a breath when reading the sentence.
- Use commas to separate town and province, such as Halton Hills, Ontario.
- Consider using a period if you use four or more commas in a sentence.
- Don't use commas to separate items in a bullet or number list.

Periods

Use periods at the end of each full sentence in a paragraph.

Don't use periods for:

- Titles
- Phrases
- Weather descriptions
- Trail Tag
- Clickable buttons in the interface
- Notifications

Do	Don't
Share your route with others. Help other users find their next route. Upload your activity and inspire others.	Share your route with others. Help other users find their next route. Upload your activity and inspire others.
Ground Conditions Know when to expect wet, snowy, or icy terrain	Ground Conditions Know when to expect wet, snowy, or icy terrain.
#Hiking #Forest #River	#Hiking. #Forest. #River.
Preview Trail	Preview Trail.

Exclamation marks

Use exclamation marks to represent excitement, encouragement, and attract the users to take certain actions.

Avoid always using exclamation marks, and don't use exclamation marks in an objective trail description.

Do	Don't
Invite friends to AllTrails!	Invite friends to AllTrails.
You've completed your first trail!	You've completed your first trail.
This trail has quick access from downtown, but will make anyone looking for a hike think they are far from the city!	This trail takes 1h 24 min to complete!

Hyphens

Use hyphens in adjectives and distance to link two or more words together, clarify meanings of phrases and form new adjectives for descriptions.

Do	Don't
8.9-km	8.9 km
Stroller-friendly	Stroller friendly
Ravine-like	Ravine like
Year-round	Year round

Wordings and Tenses

Abbreviations

Avoid using difficult abbreviations without explanation and indications. Use a bracket to include the full terms after the abbreviation. If you use abbreviations as user interface elements, use graphics or icons to facilitate user understanding.

Do	Don't
Weather Condition: Use weather icons to explain abbreviations.	Weather Condition: Use T-Storms, AM Showers, PM Showers without icon explanations.
Temperature: Use weather chart and Celsius unit to indicate the H(highest) and L(lowest) temperature: H:28° L: 18°	Temperature: Use abbreviations without the Celsius unit: H:28, L: 18
Text: The Hiking Trail Association (THTA) recommends this trail to beginners.	Text: THTA recommends this trail to beginners.

Spelling (American spelling)

Use American spelling for all descriptions and user interface elements. When in doubt, crosscheck <https://dictionary.cambridge.org/dictionary/> on your spelling to make sure it is not Canadian spelling.

Do	Don't
organize	organise
color	colour
center	centre

Chapter 3: Writing Style and Language

Word Choice

Always use concise words and phrases. Avoid using complicated terms that might not be clear to users.

Do	Don't
Help	Assistance
Use	Utilize
Ask	Inquire
How long is the hike?	What is the duration of the hike?

Active Voice

Always write actively and start the short description with a verb. Avoid using passive voice in a sentence that might not be clear to users.

Do	Don't
Discover this circular trail near Halton Hills.	This circular trail near Halton Hills should be discovered.

Contractions (Light & Casual Tone)

Use contraction verbs to set an informal and casual tone on the interface. It makes our manner more friendly, meanwhile, it is not too playful.

Do	Don't
You'll likely encounter other people exploring.	You will encounter other people exploring.
There are multiple wood platforms.	There're multiple wood platforms.
Many hikers and cyclists want to go here.	Many hikers and cyclists wanna go here.

Plain Language (Start description with a verb)

Use simple and concise terms in all sentences. Keep each sentence short and easy to read.

- Avoid using abbreviations, jargon, and technical terms.
- Don't use the nickname of the trail directly without explanation.
- Use present and future tenses in your sentences and avoid other tenses, as well as the words "should", "might", and "could".
- If writing in technical terms, add a brief explanation to it.

Be Concise

Limit each term in the user interface to within three words. Keep it simple and consistent.

Buttons

Use a one-word verb or noun for buttons. The wording should be straightforward. Don't add unnecessary adjectives, articles, or adverbs. Capitalize the words used.

Do	Don't
Explore	Explore the trails
Community	Explore the community
Map	See the map here

Filters

Keep the options in the filters short and consistent, such as:

- Dog Friendly
- Child Friendly
- Wheelchair Friendly

Trail tags

Use 1-3 words to formulate tags. Don't use words that are too specific and difficult. It allows users to search for trails easier.

Do	Don't
Hiking	Trekking
Forest	Woodland
Dogs on lead	Parkour

Capitalization

Capitalize the names of trails, activities, and specific weather conditions. Don't capitalize headings or subheadings. Only capitalize terms with proper names when in doubt.

Do	Don't
Name of Trail: Etobicoke Creek Trail	Name of Trail: Etobicoke creek trail
Heading: Browse by activity	Heading: Browse By Activity
Name of activity: Mountain Biking	Name of activity: Mountain biking

Dates, Numbers & Measurements

Date

To keep the interface concise, we use abbreviations to represent dates. Directly use numerals to write dates. Avoid full terms of months and dates to save space.

Abbreviation	Represent
Mon	Monday
Tues	Tuesday
Wed	Wednesday
Thurs	Thursday
Fri	Friday
Sat	Saturday
Sun	Sunday

In the comments section, use time intervals (e.g., last week, three weeks ago, last month) to indicate the time instead of specific dates.

Time

Only include numbers in time and use the 24-hour clock. Don't include AM/PM. Use both hour and minute when writing time. Prefix a zero to any hours below 10. When deciding the time zone, the system automatically uses the default browser time of the users.

Do	Don't
05:42	5:42
21:39	9:39 PM

Number

Phone numbers might be different depending on the country the user is from. Therefore, bracket the area code and then write out the rest of the phone number.

For example: (416) XXXXXXX

Unit of Measurement

For any type of unit of measurement, use the metric system.

- Distance: kilometers (km)
- Elevation Gain: meters above sea level (m)
- Speed: kilometers per hour (km/h)
- Weather: Precipitation percentage (%)
- Rainfall: millimeters or centimeters (mm or cm)
- Temperature: Celsius (°C)

Chapter 4: Writing for Accessibility

This chapter will focus on providing a comprehensive user experience for everyone. We aim to include accessible content for people with different devices, screen resolutions, and the need to use screen readers, color contraction, and other accessibility tools.

Page Layout

Organize the page with a clear layout and page hierarchy. It allows better scannability of pages. To apply a good page hierarchy, put the most important information based on users' needs first. Also, group relevant information under the same heading.

Use Headings

- Structure pages using headings and subheadings, such as H1, H2, and H3.
- Include headings in the correct order: H1>H2>H3.
- Don't skip the first heading before inserting the second one.
- Avoid having more than three layers of headings.

Color & Contrast

Use color contrast to make texts stand out on the page and allow easier readability for all users. AllTrails follows the Web Content Accessibility Guidelines (WCAG) and aims to achieve the success criteria for WCAG 2.1 Level A and Level AA. Here are some tips to follow:

- Use contrast color between the background and content, and in buttons and icons to increase readability for every user, especially for users with visual impairments.
- Maintain a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text.
- Use online contrast checkers, such as [Colorsafe](#), to test whether the content meets the guidelines' requirements.
- Avoid only using color or images to convey information. Use text when sharing important information.

Content Organization

Use simple and concise wordings in all texts to let users understand the contents more easily. To make fonts easy to read, use consistent font, and avoid using italics.

Avoid directional Wording

As the interfaces are different when using diverse devices, avoid using directional words to provide instructions on the page layout.

Do	Don't
Search trails in the search bar.	You can search trails at the top of the page.
Click the map to see details of the routes.	Click the map below to see details of the routes.

Use Descriptive Links

Add a description or name for the links to reflect the link's destination. Avoid using vague descriptions. For example, use "See [MacDonald Falls Trail](#)" instead of "Click [here](#)" or "Click [this link](#)".

Use Plain Language

Break up contents into smaller chunks with headings and subheadings. It allows users to read easily while not losing focus. Use sections, bullet points, and number lists to organize information. Avoid using jargon, abbreviations, or technical terms. If you must use an acronym, explain it the first time you use it.

Buttons and Icons

Be aware of the color contrast and wordings used in your buttons. Use accurate icons to represent the content, such as weather conditions. Use small text to explain the icons to allow everyone to understand. Test with assistive technology users to ensure keyboard navigation works properly and effectively, especially on interactive elements such as buttons.

Images

Add alternative text (alt text) as an image description on all images to convey information for people who use assistive technologies. The specificity of alt text depends on the content:

- Basic image: A brief alt text that summarizes the image's content in a few words, such as alt="Toronto Harbour Lighthouse".
- Detailed image: Require a longer alt text that provides more specific information about the image's content, such as alt="View of Mount Si from the hiking trail at sunrise."
- Complex image: Contains multiple elements, such as a map that require a more thorough description, such as "Map of the 10-mile hiking trail at Mount Si National Park, showing elevation changes, waterfalls, and rocky terrain."
- Decorative image: Don't convey any important information. Therefore, you can put an empty alt text, such as alt="". This tells assistive technologies to focus on other content.



Videos

To cater to users with disabilities and language proficiencies, we provide close captions and transcripts in all video and audio content. The content of the videos or audio should also display in other formats.

Chapter 5: Writing for Translation

This chapter will focus on the necessary format and styling for translation purposes. The writing will use straightforward English words and sentences that those with limited English proficiency can understand. In addition, be cautious of cultural differences in language when writing for translation. The language on the app can be changed to the following:

- English (US)
- English (UK)
- Dansk (Danmark)
- Deutsch (Deutschland)
- Espanol (Espana)
- Espanol (Latinoamerica)
- Francais (France)
- Italiano (Italia)
- Netherlands (Netherland)
- Norsk Bokmal (Norge)
- Polski (Polska)
- Portugues (Brazil)
- Portugues (Portugal)
- Svenska (Sverige)

Writing Dates and Numbers for Translation

In terms of dates, the US standard formatting is MM/DD/YYYY. Not every country uses the same formatting for dates. To write translations, make sure to write out the dates.

Example: The date for the hike is September 10, 2023.

Measurements

Use the metric system for international audiences. Avoid using abbreviations when spelling out units of measurement.

Example: meter, liter, gram, and kilometers.

Currency

Don't refer to the currency as "the dollar", "country currency", or any other general terminology. It is important to specify when it comes to translation. Don't use any currency symbols when writing about currency from other countries. Instead, use the three-letter abbreviations.

Example: CAN, USD, EUR.

Formatting Images for Translation

When using images, icons, or emojis within the application, ensure the image does not contain culturally offensive messages or symbols. Check with a translator if you are unsure. If an image is considered insensitive, eliminate it from the application or replace it.

Emphasizing Clarity for Translation

Avoid using words that have more than one meaning. Make sure the writing is to the point and clear. This is to avoid confusion for translators.

- Right: this word could mean “a direction”, “correct”, or “a political position”.
- Left: this word could mean “a direction” or “leaving”.
- Bark: this word could mean “a dog making noise” or “the external part of a tree”.
- Last: this word could mean “finishing behind everyone” or “stable”.

Choosing Language, Voice, and Tone for Translation

The tone and voice used in AllTrails are informal and conversational, allowing for easy-to-understand English. When translating into other languages, ensure that informal language is not considered offensive. If the language allows for it, ensure that there is an option to translate in either a formal or informal tone.

Words and Sentences to Avoid for Translation

Certain words and phrases in English are not common knowledge in other languages. Therefore, avoid using the following words or sentences when writing for translation.

Words or Sentences	Do	Don't
Idioms	This hike is easy.	This hike will be a piece of cake.
Slang	These boots are broken.	These boots are busted.
Shortened words	Application	App
Abbreviations	For example	e.g.
Cliches	Think of a solution from another perspective.	Think outside of the box.

Chapter 6: Inclusive Language

We use inclusive language at AllTrails to ensure that all users feel respected and represented. By using inclusive language, we can create a more welcoming and accessible experience for everyone. This chapter provides guidelines on how to communicate in a way that is respectful, inclusive, and sensitive to diverse backgrounds and abilities.

Avoid Ableist Language

Ableism is when people discriminate against or treat others unfairly based on their disabilities or health conditions. It happens when people are excluded because they have a disability or have difficulty doing certain things. Ableism can appear in spoken language, writing, and people’s behaviors. Avoiding ableist language and promoting inclusivity and equal treatment for all is important.

Steer clear of language that demeans or devalues individuals with disabilities. Eliminate derogatory terms, slurs, or phrases that stigmatize disabilities or reinforce negative stereotypes.

Mentioning Disabilities

Follow these guidelines on how to mention disabilities respectfully.

Guideline	Description
Person-First Language	<ul style="list-style-type: none"> • Use person-first language when discussing disabilities. This means emphasizing the person rather than their disability. • Instead of "disabled hiker," say "hiker with a disability." • Use phrases like "person with mobility challenges" instead of "mobility-impaired person."
Avoid Generalizations	<ul style="list-style-type: none"> • Recognize that disabilities are diverse and affect individuals differently. • Avoid making assumptions or generalizations about a person's abilities or limitations based on their disability. • Treat each person as an individual with unique experiences and needs.
Focus on Accessibility	<ul style="list-style-type: none"> • When mentioning disabilities, focus on accessibility and inclusion. • Provide information about trail accessibility features, such as wheelchair accessibility, accessible parking, or accessible restrooms. • Use positive language to highlight features that allow individuals with disabilities to enjoy outdoor activities.

Sensitivity and Respect	<ul style="list-style-type: none"> • Use language that is sensitive and respectful when discussing disabilities. • Avoid using derogatory terms, slurs, or offensive language. • Choose words and phrases that convey respect, empathy, and support for individuals with disabilities.
Accuracy and Clarity	<ul style="list-style-type: none"> • Be accurate and clear when describing disabilities. • If relevant, provide specific information about accessibility challenges that individuals with certain disabilities might face on a trail. • This can help users make informed decisions and plan their outdoor activities accordingly.

Write for a Diversity of Cultures

Respect and acknowledge cultural diversity by using inclusive language that avoids cultural stereotypes or biases. Be sensitive to the experiences and backgrounds of all users.

Avoid Racist Language

Eliminate racist language or expressions that demean, stereotype, or marginalize individuals or groups based on race or ethnicity. Treat everyone with equality and respect. For example:

- Avoid racial slurs, derogatory terms, or offensive stereotypes.
- Be mindful of cultural sensitivity and use inclusive language that acknowledges and respects diverse backgrounds.

Avoid Ageist Language

Avoid language that discriminates or stereotypes based on age. Treat all users with respect, regardless of their age. For example:

- Instead of using terms like "old" or "senior," use neutral terms like "experienced" or "mature."
- Avoid generalizations or assumptions about abilities or interests based on age.

Use Gender-Neutral Language

Use gender-neutral language whenever possible to be inclusive of all gender identities. Avoid assuming gender or using gender-specific terms when they are unnecessary. Respect users' preferred pronouns and provide options for individuals to specify their pronouns. Use gender-neutral pronouns (they/them) when the pronoun preference is unknown.



Avoid Violent Language

Promote a peaceful and non-violent environment through your language choices. Avoid language that incites violence, aggression, or harm toward others. For example:

- Don't use phrases or metaphors that perpetuate violence or harm.
- Choose words that encourage understanding, cooperation, and empathy.

Avoid Adult Language

Maintain a family-friendly environment by avoiding explicit or adult language. AllTrails is accessible to users of all ages, so it is important to ensure that the language is suitable for a broad audience. Refrain from using inappropriate or explicit language or references.

Following these guidelines can foster a more inclusive and respectful environment within AllTrails. Inclusive language allows us to create a positive user experience for all, regardless of their backgrounds, abilities, or identities. Let's strive to promote inclusivity and respect through our language choices and make AllTrails a welcoming space for everyone.

Chapter 7: Writing for Online Mediums

Writing Style for Web

- **Use Clear and Concise Language:** Write in a straightforward and easy-to-understand manner. Use plain language and avoid jargon or complex terms. Keep sentences and paragraphs short to enhance readability.
- **Engage and Connect with Users:** Create a conversational tone that engages users and makes them feel connected. Address users using pronouns like "you" to establish a personal connection.
- **Be Descriptive and Engaging:** Use descriptive language to picture trails, destinations, and outdoor experiences vividly. Engage users with storytelling elements and provide relevant details that capture their interest.
- See [Chapter 3: Writing Style and Language](#) for more information.

Content-Length for Web

- **Be Succinct:** Keep web content concise and to the point. Users tend to skim rather than read every word. Focus on providing essential information without unnecessary fluff.
- **Prioritize Important Information:** Place crucial information at the beginning of paragraphs or sections. Users may not read the entire content, so ensure that the most important details are prominent.

Links and External Content

- **Use Relevant and Reliable Sources:** When linking to external content, ensure that the sources are trustworthy and relevant to the topic at hand. This builds credibility and enhances the user's experience.
- **Provide Descriptive Anchor Text:** Use descriptive anchor text for links that accurately reflect the content users will find when they click. Avoid using generic phrases like "click here."

Search Engine Optimization (SEO)

- **Research Keywords:** Identify relevant keywords and incorporate them naturally into your content. This helps search engines understand the topic and improves the visibility of your content.
- **Write Engaging Meta Descriptions:** Craft compelling meta descriptions that summarize your content accurately and entice users to click.

Image Guidelines

- **High-Quality Images:** Use high-resolution and visually appealing images that are relevant to the content. Ensure images are clear, well-composed, and of appropriate size for web viewing.
- **Compress Images:** Optimize image file sizes without sacrificing quality to ensure fast loading times. Compressed images improve overall website performance.

Using Alt Text for Images

Include descriptive alternative text (alt text) for images. Alt text helps visually impaired users understand the content and provides context when images fail to load. Describe the image concisely and accurately, highlighting key details and conveying its purpose. Use keywords when appropriate but avoid keyword stuffing.

Video Guidelines

- **Use Engaging Videos:** Incorporate engaging and relevant videos to enhance the user experience. Videos should add value, provide information, or highlight the beauty of trails and outdoor activities.
- **Optimize Video Load Times:** Optimize videos for web viewing by compressing the file size and ensuring compatibility with various devices and browsers. Provide video controls for users to pause, play, and adjust volume.

Text Layout

- **Use Whitespace Effectively:** Incorporate ample whitespace between paragraphs and sections to enhance readability and visual appeal. Whitespace allows users to focus on the content without feeling overwhelmed.
- **Emphasize Important Content:** Use formatting tools like bold, italics, or bulleted lists to highlight important points or key takeaways. This improves the scannability of the content and guides users' attention.

Writing Content for Emails

- Include new features and product announcements.
- Include system information about updates or scheduled maintenance.
- Include new trails, hikes, or reviews within the user's location.
- Include potential opportunities for users to become involved with the company or events.



Writing Email Structures

- Place the logo and company name at the top of the email. Keep the placement consistent.
- End the emails with a respectful signoff and include contact details of the company. In addition, include the website link.
- Content and images should be left-aligned within the email.

Using Colors in Emails

- Refer to [Brand Colors](#) in Chapter 1 for more information on suitable colors.
- Use light colors on dark backgrounds and dark colors on light backgrounds to increase readability.

Using Fonts in Emails

- Use a 14-point font size.
- Use our brand font: Beatrice
- Use formatting tools like bold, italics, or bulleted lists to highlight important points or key takeaways.

Using Images in Emails

- Images should be sized to avoid distortion or stretching.
- Keep file sizes low by limiting the number of images used and only include necessary ones.

Writing Structured Content for Social Media

AllTrails has a presence on various social media platforms. Here is the type of content we usually post for each platform.

- Instagram: images, promotions, and fun content
- Twitter: information about new features and updates
- Facebook: events and marketing ads
- TikTok: fun content and promotional videos
- LinkedIn: job opportunities with AllTrails and product news

Index

A

- abbreviations 16
 - currency 23
 - dates 19
- accessibility 20
 - buttons and icons 21
 - content 20
 - images 21
 - links 21
 - page layout 20
 - plain language 21
 - videos 22
- active voice 17
- American spelling 16
- ampersands 13
- apostrophes 13

B

- brand colors 9
 - primary 9
 - secondary 9
- buttons 18

C

- capitalization 18
- colons 13
- commas 14
- contractions 17
- currency 23

D

- date 19
- disabilities 25

E

- email content 29
 - using colors 30
 - using fonts 30
 - using images 30
- exclamation marks 14
- external content 28

F

- features 9
- filters 18

H

- hyphens 16

I

- images 24, 29
 - using alt text 29
- inclusive language 25
 - avoiding ableist language 25
 - avoiding adult language 27
 - avoiding ageist language 26
 - avoiding racist language 26
 - avoiding violent language 27
 - mentioning disabilities 25
 - using gender-neutral language 26

L

- links 28
- logo 8
 - basics 8
 - spacing 8
 - variations 8

M

measurement	19
mission	9

N

number	19
--------	----

O

online mediums	28
formatting text layout	29
optimizing search engines	28
using images	29
using links and external content	28
using videos	29
writing email content	29
writing for social media	30
writing for web	28

P

periods	14
phone numbers	19
plain language	17
principles	11
punctuations	13

S

search engine optimization	28
social media	30

spelling	16
----------	----

T

tags, trail	18
tenses	16
time	19
tone	11
trail tags	18
translation	23
avoiding words and sentences	24
formatting images	24
translating currency	23
translating dates and numbers	23
translating measurements	23
typography	9

U

unit of measurement	19
---------------------	----

V

value	9
values	11
videos	29
voice	11

W

web writing	28
word choice	17
wordings	16

