

Internal Documentation Service

Our Voice

Friendly

Our voice is friendly and warm. We avoid excessive formalities and impersonal constructions. Write as you would talk to your co-worker at the office. Be professional, but keep the fancy words to a minimum – they're already impressed by you.

Clear

Our goal is to help our team members understand what MOEG does. To do so, we use clear sentences and every-day words. We avoid niche jargons. The way we organize our content is crucial to keep readers engaged. For example, if a playbook page is getting too long, consider breaking it into smaller, readable sections.

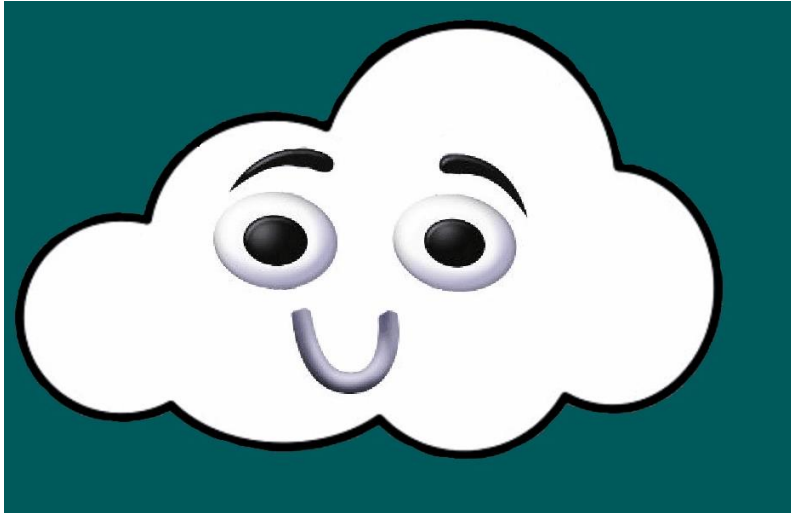
Direct

We're happy that our team members spend time in our KB, but we don't want to keep them here forever. In our docs, let's go straight to the point without being complicated. Use direct sentences with active verbs.

Our Mascot: Cloudy

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Meet Cloudy, our team's mascot and friend:



You may already know its cousin Clippy, the Office assistant that used to animate your work sessions on Windows back in the 90s. You'll often see Cloudy in our docs. Like Clippy, Cloudy has a knack for interrupting your reading with insights and advices. Don't take it personally: it just wants you to be successful. Mark their words - Cloudy knows what it's talking about.

In MOEG internal docs, we use Cloudy to highlight information we want the reader to notice. Here's an example of a so-called Cloudy's box:

Cloudy says:

Use a Cloudy's box to highlight information you want the user to notice.

