

Overview:

Part 1: Writing style

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- Keep it simple
- Shall, Should and May
- Glossary terms

Part 2: Tools and references

- GS1 Word Template
- GS1 Style Guide
- GS1 Check list
- Translations

This presentation aims to help you write clear, concise and user-friendly GS1 standards.

Useful links and reference material is highlighted throughout

Part 1: Writing style

Always write with the user in mind

- **Using plain simple (not simplistic) language:**
 - Be clear and concise
- **Aim to be clearly understood:**
 - Ensure concepts are clearly explained
 - One concept per sentence
 - Use the same term for the same concept (avoid synonyms)
- **Keep documents as short as possible**

Keeping wording clear and simple removes ambiguity, speeds deployment and helps reach consensus.

Remember: your work might be translated.

Keep it simple

- **Be clear about the concept you need to document:**
 - Imagine yourself as the reader
 - Read what you have written out loud to yourself
- **Keep your sentences short:**
 - Leave out unnecessary words
 - Say it once and say it well
 - *Avoid parenthesis (really!) and, especially, too (or is that "to") many commas within one, or possibly two, sentence(s)*
- **Use everyday language:**
 - Avoid excessive use of abbreviations
 - If used, spell out each abbreviation in full when it first appears

Shall, Should and May

These terms have very specific meaning within GS1 standards

- **SHALL** means that all conforming implementations must do what the statement says, otherwise the implementation is not conforming. No deviation is permitted.
- **SHOULD** means that among several possibilities one is recommended as particularly suitable for a conforming implementation, without mentioning or excluding others. In other words, a conforming implementation is expected to do what the statement says, but might not if there is a good reason not to. It is similar to a MAY statement, but carries a stronger expectation that an implementation will usually do what the statement says.
- **MAY** (or CAN) means that a conformation implementation is allowed to do what the statement says, but it is not required to for conformance.

GS1 Glossary terms www.gs1.org/glossary

Use terminology consistently

- **Definition of definition:**
 - *“a statement of the exact meaning of a word.”*
- **Create new definitions only when common understanding is:**
 - essential for complex, difficult or very specific concepts
 - required for conformance clauses or normative statements

A GS1 glossary definition is **only** required when the term pertains to a GS1 specific concept used within a specific standard:

- **Do not** redefine common terms found in a dictionary
- Leverage for other sources for definitions www.iso.org, www.apics.org, etc.

Five basic tips for good writing

1. Plan ahead of time
2. Think first of the audience
3. Know where you are going
4. Make it easy to read
5. When it's finished...start again

[Click here for more details](#)

Further reading

THE LINKS BELOW ARE NOT YET LIVE:

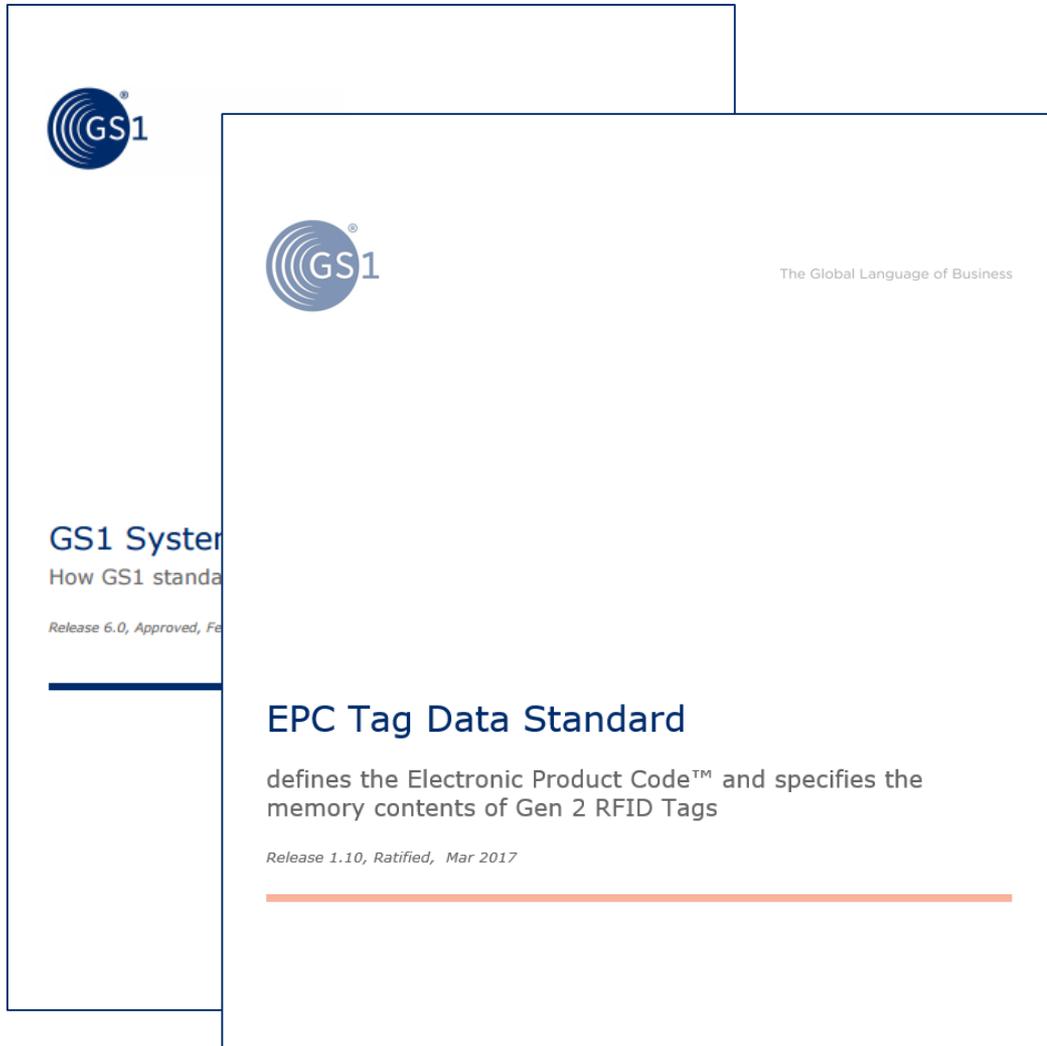
Leverage GS1 Exchange (password protected) to provide links to:

- Jim Lafferty - How to Write & Present Issue sheets
- Brussels Consulting Group – How to better write for GS1
- Eric DeCroix – Memo writing
- Other

Part 2: Tools and references

GS1 Word Templates help you ensure that ..

... all GS1 standards & guidelines **SHALL** conform to:



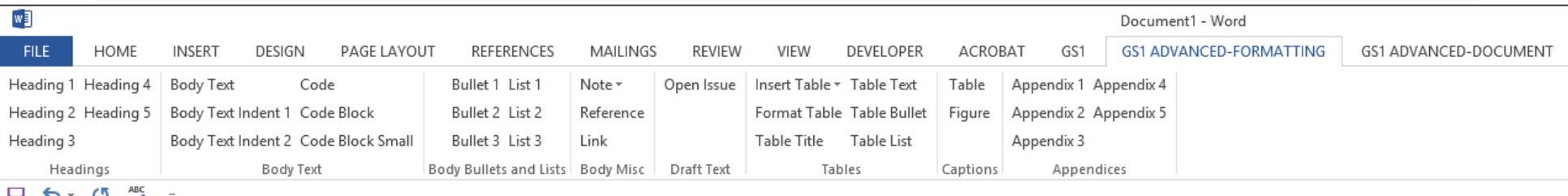
- Latest GS1 Logo
- Legal disclaimer
- Copyright
- Naming conventions
- Font (veranda)
- Heading styles
- UK English
- Figures & tables naming conventions
- etc.

Are you developing a standard or guideline?

Full definition in the [*GS1 System Architecture*](#)

- A **GS1 standard** is a specification that defines the behaviour of one or more system components Standards contain **normative statements**, which specify what a system component must be or do in order to be in conformance ...; a standard is written in such a way that conformance to the normative statements is a sufficient condition for a system component to achieve the interoperability ...
- A **GS1 guideline** is a document that **provides information considered useful in implementing** one or more GS1 standards. A GS1 guideline never provides additional normative content beyond the standards to which it refers; ...

GS1 Word Template: helps you with automated styles, logical structure, mandatory fields, ...



Document-Summary¶

Document-Item✕	Current-Value✕
Document-Name✕	GS1·Document-Name·GS1·Document-Type✕
Document-Date✕	Mar·2015✕
Document-Version✕	1.0✕
Document-Issue✕	1✕
Document-Status✕	Draft✕
Document-Description✕	Optional·Description✕

Contributors¶

Name✕	Organisation✕
✕	✕
✕	✕

Log-of-Changes¶

Release✕	Date-of-Change✕	Changed-By✕	Summary-of-Change✕
✕	✕	✕	✕



Learn to love GS1 Document Properties

Automates updates and helps provide Search Engine Optimisation

- Document Name & Type
- Release Number & Date
- Document Status:
 - Draft
 - Community Review Draft
 - Ratified
- Optional Description:
 - Short summary on cover page

The screenshot shows a document editor interface with a 'GS1 Document Properties' dialog box open. The dialog box has a green title bar and a close button in the top right corner. It contains the following fields:

- Document Name:** A text box containing 'GS1 Document Name'. Below it, a smaller text box contains 'e.g., GDSN Price Synchronisation, GS1 Product Image Implementation'.
- Document Type:** A text box containing 'GS1 Document Type'. Below it, a smaller text box contains 'e.g., Standard, Guideline'.
- Release:** A text box containing '1.0'. Below it, a smaller text box contains 'Major number release and minor number release if required. E.g., 1.0, 4.2'.
- Issue:** A text box containing an empty field. Below it, a smaller text box contains 'A sequential number to indicate the issue of the version e.g., 1, 2, 3'.
- Date:** A text box containing 'Jan 2017'. Below it, a smaller text box contains 'e.g., Jun 2015'.
- Document Status:** A dropdown menu with 'Draft' selected. Below it, a smaller text box contains 'e.g., Draft, Community Review Draft, Candidate, Prototype, Ratified'.
- Description:** A text box containing 'Optional Description'. Below it, a smaller text box contains 'Optional'.

At the bottom of the dialog box, there are two buttons: 'OK' and 'Cancel'.

The background interface shows a 'Navigation' pane with a search box and a list of headings, including '1 Introduction'. The top of the interface has a menu bar with options like 'Bar Color', 'Doc Properties', 'Update', 'Chg to UK Eng', 'Formatting Marks', 'Line Num', 'Refresh TOC', 'Repair Styles', 'Fields', 'Ins Ind Icon', 'Del Ind Icon', 'About', 'Accept Changes', 'Reveal Formatting', 'Cover Page', 'Document', 'Final', and 'Display'.



GS1 Document Properties

Drives consistent population of:

GS1 Document Properties

Document Name
Category, Name: EPC Tag Data
e.g., GDSN Price Synchronisation, GS1 Product Image Implementation

Document Type
Standard
e.g., Standard, Guideline

Release
1.10
Major number release and minor number release if required. E.g., 1.0, 4.2

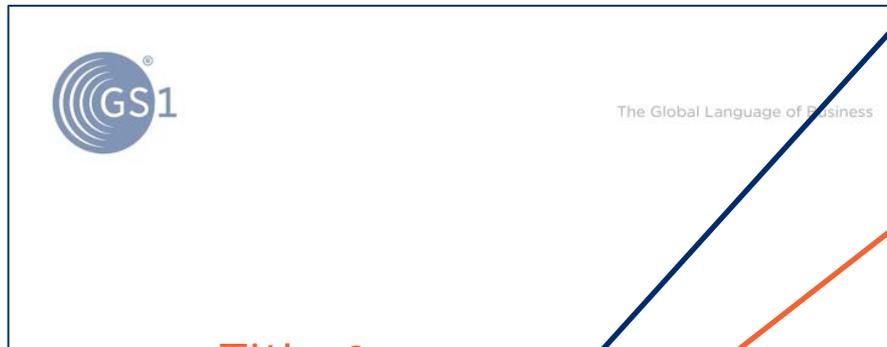
Issue
A sequential number to indicate the issue of the version e.g., 1, 2, 3

Date
Mar 2017
e.g., Jun 2017

Document Status
Ratified
e.g., Draft, Community Review Draft, Candidate, Prototype, Ratified

Description
Optional: defines the Electronic Product Code™ and specifies the memory contents of Gen 2 RFID Tags

OK Cancel



Title & cover page

EPC Tag Data Standard

defines the Electronic Product Code™ and specifies the memory contents of Gen 2 RFID Tags

Release 1.10, Ratified, Mar 2017

Document Item	Current Value
Document Name	EPC Tag Data Standard
Document Date	Mar 2017
Document Version	1.10
Document Issue	
Document Status	Ratified
Document Description	defines the Electronic Product Code™ and specifies the memory contents of Gen 2 RFID Tags

Document summary

Headers & footer

Translations: Templates can be localised for GS1 Member Organisation use



Globāla biznesa valoda

GS1 Document Name GS1 Document Type

Optional Description

Release 1.0, Draft, Apr 2015



The Global Language of Business

GTIN Vergaberegeln - einfach gemacht
Anwendungsempfehlung



Technical document check list & other tools



GS1 document content author and editor checklist

An essential part of GS1's publications process is quality assurance. In order to achieve high quality output, GSMP Technical Publications has developed a checklist for content authors and editors. It is meant to assist work groups perform a review prior to submitting final drafts. Good documentation practices help reduce rework in the final editorial review and assure the consistency demanded by GS1 stakeholder.

Presentation checks page layout of a document is consistent for uniformity with *GS1 Style Guide*.

No.	Artifact	Justification	Check
1	New document	Utilise GS1 template or put into a GS1 template	
2	Spellcheck	Word > Review > language > language preference > Eng. UK	
3	Preliminary content	Registered GS1 logo, copyright and disclaimer	
4	Header	Displays current title and version with Mon Year	
5	Footer	Release x.x.x Status, Mon Year / © 2015 GS1 AISBL / Page x of y	
6	Spacing	Single space after periods and colons, unnecessary hard returns	
7	Document settings	Correct margins, tabs, numbering and bullets	
8	GS1 required	Acknowledgements, references, glossary, change log	
9	Version	Correct (updated) document version	

Table of Contents check sections of the document with entries formatted properly.

No.	Artifact	Justification	Check
10	Document Title	Conforms to naming convention clearly states standards or guideline	
11	Table of Contents	Each section appears in TOC, page numbering refreshed	
12	Bullets	Numeric for sequential lists	
13	Sequential	Each section is numbered correctly	
14	Indentation	Correct margin settings	
15	Appendix	Identified below TOC	

Content checks spelling, grammar and consistent use of language and sentence structure.

No.	Artifact	Justification	Check
16	Grammar check	Simple sentence structure (< 15 words) for readability	
17	Tense	Document maintains consistent tense (present, past)	
18	Language	Written for intended audience, no unnecessary words or symbols	
19	Acronyms	Abbreviation appears in parenthetical citations after first introduction	
20	Punctuation	Correct usage for easy readability	
21	Content	Satisfies defined goals and objectives, technically accurate	

Consistency examines cross-references, image quality, internal references and hyperlinks.

No.	Artifact	Justification	Check
22	Image/table/figure	Number and caption above .png file (not HTML) and fits in margins	
23	Internal references	Internal cross-references are accurate	
24	Font	Consistent use of Verdana 9 throughout document (body only)	
25	Hyperlinks	Check for functionality	

Share with project editors

Tools that can help content authors achieve this consistency, namely:

- [How to use GS1 Word Template](#)
- [GS1 Style Guide](#)
- [GS1 Glossary](#)
- [GS1 Content Author Check List](#)
- *Specifics for GS1 Technical Publications but useful for other GS1 documents too*
- [Translation tool kit:](#)
- *Coming soon. Best practices on how to ensure GS1 MO can translate, and locally deploy, GS1 standards & guidelines*

External sources:

- [Economist Style Guide](#)

Need more help

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Five basic tips for good writing

1. Plan ahead of time
2. Think first of the audience
3. Know where you are going
4. Make it easy to read
5. When it's finished...start again

1. Plan well ahead of time

- Good writing often requires work and time
- Remember that transpiration can often be a valid substitute for lack of inspiration
- Allow time and get organised for review, feedback, editing...

2. Think first of the audience

- Who is the main target audience?
- What do they need to have documented?
- What is already known about the topic?
- What are the key factors they need to know?
- What are the areas of contention or potential confusion?

Always respect your audience's time!

3. Know where you are going

Begin with an outline to:

- Organise the logic flow of your thinking
- Ensure that all required facts are available

Don't reinvent the wheel:

- Use the GS1 templates for a logical structure
- Look for good documents on similar topics
- Reference, don't repeat, normative information available elsewhere

4. Make it easy for the reader

Layout inviting to read:

- Give the document a **title** to position it for the reader
- Keep paragraphs **short**.
 - If long, try to break it into two or more short ones
- Use **Upper and lower cases**.
 - *AVOID CAPITALS WHICH ARE LESS EASY TO READ*
- Consistent **spacing** between lines, and paragraphs:
 - Fully automated in the GS1 templates

White spaces make it easier to read

5. When it's finished, start again

- Ask for a second opinion:
 - Have a colleague read through
- The joy of editing:
 - Read the document out loud – is it easy to read?
 - Is it complete, yet concise?
 - Is there duplication, can anything be cut?
 - Are all the facts accurate?