

Kindle Publishing Guidelines Style Sheet

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Overview

This is the style sheet for the Kindle Publishing Guidelines (KPG). For detailed information on producing the KPG, please see the Kindle Publishing Guidelines SOP. For general information, please see the Kindle Publishing Guidelines page.

Word Choice & Capitalization

Amazon:

- When referring to our corporate identity, use "Amazon" whenever possible; okay to use "we" if it makes the sentence flow better.
- Do not refer to our corporation as "Amazon.com," since the URLs vary by country.
- Do not refer to our organization as "Kindle" or "Amazon Kindle."

Amazon suggests/recommends/strongly recommends/requires:

It is important for us to communicate the difference between best practices and absolute requirements.

- Use "Amazon suggests..." or "Amazon recommends..." when multiple options are acceptable, but we are proposing a best practice.
- Use "Amazon strongly recommends..." when a best practice will make an important difference to our customers, but choosing another option won't break anything.
- Use "Amazon requires..." when ignoring our advice will break KindleGen, ingestion, or any other Amazon process.

e Ink [Deprecated because "e Ink" is another company's name; use E-reader instead]

eBook

E-reader

Fire tablet

Kindle books vs. eBooks: Both options are fine; use the term that works best in context.

Kindle devices and applications:

- Use "Kindle devices and applications" as the umbrella term for the Kindle ecosystem. Avoid "apps" to reduce localization issues.
- If a specific device type is being discussed:
 - Use "Fire tablets" to refer to tablets produced by Amazon. [Replaces "Kindle Fire tablets".]
 - Use "Kindle E-readers" to refer to E-readers produced by Amazon.
- If a specific device is being discussed, use the official product name that appears on our website. [For the official names of Kindle devices that are no longer on sale, see the Kindle help section of the website, which is comprehensive.]
- Avoid the term "Kindle Reader," since it was previously used to describe customers, devices, and software, which led to inconsistent translations. Check the context for an appropriate substitution.

KindleGen

Kindle Panel View

Kindle Virtual Panels

pop-up should always have a hyphen

Region Magnification

see section x or see section x, Name of Section

Software: Use full company and software names instead of shortened names or abbreviations. Examples:

- Adobe Photoshop instead of Photoshop
- Microsoft Paint instead of MS Paint or Paint

Typography

All of our technical documents use the same styles to indicate two types of special text: code and user interface (UI) text.

Type of Text	Markup	Localization Rules	Examples
Code (HTML, CSS, XML)	Code: Courier New Text: Arial Localized parts of code examples: highlighted Courier New or Arial	Code tags and attributes should not be localized because the code itself is English-based, but comments, text, and some values should be localized to make our guidance as globally accessible as	<pre><audio id="audio_1" src="audio.mp3" controls title="Audio about ..."> <!-- If users view this eBook on a device that does not support audio, they see the following text instead -->

"There is audio content at this location that is not currently supported for your device. The caption for this content is displayed</pre>

		we can. When code examples are added or revised (as indicated with tracked changes), KGKM has asked us to highlight the parts that should be localized for clarity.	below. </audio>
UI text (menus, buttons, dialog box names, all other text on screen)	bold	References to UI text must match the UI strings for the software.	Right-click the zip file, select Extract All , and enter the folder name as c:\Kindlegen .

IMPORTANT: In code, make sure that quotation marks are straight, not angled. Angled quotes don't work in HTML or CSS and publishers expect our code to be clean enough for them to be able to copy and paste it.

Page breaks:

- When adjusting pagination to keep certain items together, use Word's "Keep with Next" feature instead of adding manual page breaks. Manual page breaks will have to be removed later as the content changes. Using "Keep with Next" now means less work later.
- When a section needs to start on a new page, use Word's "Page Break Before" feature on the heading.

Punctuation

Bulleted lists:

- If the bulleted items are sentences, they should end with periods.
- If the bulleted items are fragments, they should end with semicolons or no punctuation.

Oxford comma: Yes

Spaces after periods & colons: 1

Charts

Keep chart formatting consistent across the document, including:

- Header formatting and colors: typically bold text with an orange background
- Alignment: typically top, left alignment
- Border styles and thickness
- Typography section applies to text within cells

Images

Formatting Guidelines

- Captions should be beneath the image and aligned with the image.
- High-quality images should be used.

Content Guidelines

- We should hold the rights to all images used, or they should be public domain.
- Image content and language should minimize violence and sexual imagery.
- Image content should not contain imagery offensive to other countries or cultures.
- Text within images should be Lorem ipsum at the request of the localization team.