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# GGT Writing Style Guide
## General Guidelines
- Tone: Professional yet approachable
- Audience: General public and industry professionals
- Language: Clear, concise, and free of jargon
## Formatting
- Font: Arial, 12pt
- Spacing: 1.5 line spacing
- Margins: 1-inch on all sides
- Heading Structure:
  - H1: Title (Centered, Bold)
  - H2: Section Titles (Left-aligned, Bold)
  - H3: Subsection Titles (Left-aligned, Italics)
## Writing Style
- Use of Active Voice: Prefer active voice constructions over passive.
- Sentence Length: Aim for an average of 15-20 words per sentence.
- Paragraph Length: 4-6 sentences per paragraph.
## Punctuation
- Commas: Use the Oxford comma.
- Quotation Marks: Use double quotation marks for direct quotes; single for quotes within quotes.
- Dashes: Use em dashes (--) for breaks in thought.
## Citations
- Format: APA Style
- In-text citations: (Author, Year)
- Reference List: Start on a new page, titled "References".
## Graphics and Images
- Resolution: Minimum 300 dpi
- Captions: Include a caption below each image, italicized.
## Examples
### Example Section Title
This is an example of a section within a document.
#### Example Subsection Title
This subsection continues the discussion, providing additional details.
### Example Reference
Author Last Name, First Initial. (Year). Title of the work. Publisher.
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