



# MyAirForceLife Mobile App

## Style Guide Update – 10 June, 2013

This first Style Guide Update addresses the need for consistency in dates, times and facility naming to maximize the smaller smart phone screen size and provide the best possible user experience.

It's important to remember that our customers move around the globe and we want to present consistency across locations so they can easily find the information they are looking for regardless of where they are stationed.

### HOURS:

- When listing hours of operation or event times, please follow the following style. Use am and pm without the periods. Do not include the colon and zeros, only use the colon if the time includes a half-hour. Use a single dash between times with a space on either side of the dash (not "to").
- **Examples: 7 - 10 am or 7 - 10 pm / 7 am - 10 pm / 7:30 - 11 pm**

### DAYS OF WEEK AND MONTHS OF YEAR:

- Use the three-letter format, with a dash, and spaces, between the days.
- Use the three-letter abbreviation and similar format for months.
- **Examples: Sun, Mon, Tue, Wed, Thu, Fri, Sat / Mon – Thu / Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec**

### PHONE NUMBERS:

- CONUS COMM: 123-456-7890 / DSN: 456-7890
- OCONUS: COMM: 01-56-458-3695 / DSN: 123-456-7890 (Note: OCONUS numbers typically have a country code; some have six digits, others seven. OCONUS DSN has a prefix.)

### FACILITY/ACTIVITY NAMING:

- When naming an activity, list the type of facility followed by the actual name.  
**Example: Golf (Top Notch Golf Course).**
- The listings will be alphabetical, and research shows customers want to search for the type of activity, not the specific name of that activity (and when our customers are new to a base, they won't know the name of the golf course at first so we want to make it easy for them to find it)
- NOTE: The food category is slightly different. If a standalone facility, list it by the proper name.  
**Examples: Generals O'Club, Chiefs E'Club.** If it's a snack bar, list by name and facility where it's located. **Example: 19th Hole Snack Bar (Top Notch Golf Course).**

Please remember, a consistent style throughout all your activities will make using the app much easier for our mobile customer.