Scuola Normale Superiore
Expansive language

01 — Gender
Use dual gender, collective terms or neutral forms.

02 — Disability
First the person, then their condition. Avoid pietism and euphemisms.

03 — Ethnicity
Avoid labels; use contextualised descriptions, only when they are needed.

04 — LGBTQIA+
Do not make presumptions, respect self-determination and avoid simplifications.

05 — Religion and convictions
Nominate only if necessary; do not impose your own cultural vision.

06 — Socio-economic condition
Use dignified terms and do not reduce a person to their condition.

07 — Neurodiversity
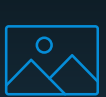Use simple language and short phrases; write acronyms and initials in full.

08 — Accessibility
Use legible formats, alt text, clear fonts and non-justified texts.

09 — Visual communication
Display a variety of ages, bodies, ethnic origins, roles and contexts. Avoid stereotypes and tokenism.

10 — Useful words
Person, community, humanity, citizenry, who, whoever, resource, figure, profile.