**Content Style Guide For:**

[Insert Company Name Here]

#### Insert Logo Here

### Prepared By:

Date:

## Our External Resource

* What editing style guide are you going to choose to base your content off of?
  + Resource:
  + Links to additional content
    - Link one:
    - Link two:
    - Link three:

## General Writing Best Practices

* What voice should you be writing in:
  + Example
* What tenses should you be writing in:
  + Example
* What POV should you be writing in:
  + Example

## Internal Jargon Translations

* List out any internal jargon the company may use and the text that should go into any content that is being read by your customers.

|  |  |
| --- | --- |
| Internal Jargon | Customer Friendly Language |
|  |  |
|  |  |
|  |  |
|  |  |

## Brand Terminology

|  |  |
| --- | --- |
| Term | Product It Refers To |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Our Target Audience

* Short paragraph explaining who our target audience is
* Audience Persona Number One
  + Demographics
  + Hobbies
  + Interests
  + Additional Info
* Add stock photography (optional)

## Voice, STyle and Tone

Our brand voice is:

* {Adjective} but not {Adjective}
* Example: Our brand is professional but not boring

Brand Voice Statement:

Brand Tone Statement

Brand Style Guidelines

## Content Types + Standards

The content type we will create are:

* Content Type One
  + Standards of Performance
* Content Type Two
  + Standards of Performance

Content types we won’t create (right now)

* Content Type One
* Content Type Two
* Content Type Three

## Formatting Guidelines

* When to use H2 Headers
  + Example
* When to use H3 Headers
  + Example
* When to use bold/italicized text
  + Example for bold text
  + Example for italicized text
* Best practices for hyperlinking text
  + One
  + Two
  + Three

## Imagery

* What types of images are in our content:

|  |  |
| --- | --- |
| Content Type | Image Style |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

* Where does image credit and captions go
  + Insert a mock design of where captions should be placed under images and where and how image credit needs to be listed.
* Content Image Sizes

|  |  |
| --- | --- |
| Content Type | Image Size |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Design Elements

* Color Palette



HEX Code: Hex Code: Hex Code:  
RGB: RGB: RGB:

* Typography
  + Header font
  + Subheader font
  + Standard font
* Current Logo
  + Attach file or link to where current logo is stored.
  + Content Type:
    - Include illustration of where logo needs to be placed.
  + Content Type:
    - Include illustration of where logo needs to be placed.
  + Content Type:
    - Include illustration of where logo needs to be placed.
  + Content Type:
    - Include illustration of where logo needs to be placed.