**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.