| **Content Style Guide Template** |
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| **Brand** | Explain what your brand stands for. Give details about the vision, mission, personality, and values of your brand.  |
| **Content Purpose** | Define the purpose of your content. Also explain the principles of writing content, covering various aspects like inclusive language, future-focused writing, etc. |
| **Voice and Tone Principles** | Provide voice and tone guidelines that best align with your brand. Cover important elements like the use of active/passive voice, jargon, emojis, vague words, etc. |
| **Writing Guidelines** | Include how you want to send out different types of messages with your writing like –* Info messages
* Feature discovery
* Success messages
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| **Language and Grammar** | Explain what language and grammar conventions should be used to make the writing clear and consistent. Include sub-sections like -* Abbreviations
* Italics, Bold text use
* Capitalization
* Colons
* Contractions
* Dashes
* Date and time guidelines
* Direct quotes
* Exclamation marks
* Font
* Gender
* Hyphen
* Heading and sub-heading conventions
* Lists (bulleted, numbered)
* Metric systems
* Oxford comma and periods
* Possessives and pronouns
* Quotation marks
* Spellings (US, UK, AU)
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| **Graphics and Visuals** | Specify guidelines for use of visuals and graphics in your content. This could include details for color palette, illustration principles, iconography, logos. Don’t forget to mention specific guidelines about adding images like –* Acceptable sources
* Image alignment
* Captions
* In-line text or text wrapping
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| **Accessibility** | Explain how you want to increase the accessibility of your content by making it understandable, perceivable, operable, and robust. This can include guidelines on grouping items, keyboard navigation, alt text with images, video transcripts, etc. |
| **Sources and References** | Include specific details about sourcing and research. Also provide instructions on linking, whether you want them to be added in the text or at the bottom. |