**Content Style Guide**

Company Name

Insert Logo Here

### Prepared By:

Date:

## Font Best Practices

Heading font

Subheading font

Body font

* Edit
* Edi

## Design Elements

* Color Palette (include hex or and Pantone numbers if you have them)
* 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.

Our External Resource

* What editing style guide are you going to choose to base your content off of?
  + Resource: <https://www.apstylebook.com/>
  + Links to additional content
    - Link one: <https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html>
    - Link two: <https://www.thebalancesmb.com/associated-press-cheat-sheet-1360728>

## General Writing Best Practices

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

## Grammer

* Are you using first person in writing? *I* or *we* instead of *the staff*?
* How do you use names? Full name on the first reference and last name after that first reference is standard.
* Will you use said or says when using quotes? In writing for the internet audience, it’s becoming much more common to use says and keep it in the present tense.
* How do you refer to pets? It’s more endearing to owners to reference them as “he” or “she" when possible, but you might want to stay middle of the line and use “it”

## Punctuation

* Do you use a serial (Oxford) comma in a list? *example: They own a cat, dog, and a ferret.*
* Is it standard practice to use one space or two spaces after a period?
* Commas and periods go inside quotation marks.

## Terminology

* Do you use Dr. before a name or DVM or other post-nominals after names?
* How do you refer to your staff? Vet, veterinarian, doctor? All 3? Same question with your staff, vet tech, or veterinary technician? Many people will know what a veterinary technician is right away, but vet tech might take them a few minutes.
* Use abbreviations sparingly.
* Define abbreviations at first use of the full term in the text.
* Avoid abbreviations in titles and headers *(unless it’s really catchy!!)*

## Spelling

|  |  |
| --- | --- |
| Term/Word | Correct use |
| X-ray |  |
| Litter box | litterbox |
| Lifespan | life span |
| house train | house-train |
| well being | well-being |

## 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 |
| Vet tech | Veterinary Technician |
| Vet | Veterinarian, Doctor |
| CBC | Complete Blood Count |
| Anorexia | Pet is not eating |

## 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 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 types 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 do 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 |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |