

Blank style guide
(First draft 21/07/14)

Content style guide.

Table of contents.

1. Pick an external style guide.
2. Grammar and punctuation.
3. Structure and tone.
4. Personas.
5. Content types.
6. Formatting.
7. Approved and unapproved content.

1. Pick an external style guide.

Name of your external style guide :

Login credentials.

Username :

Password :

2. Grammar and punctuation.

Most of your general grammar and punctuation instructions will be outlined in your external style guide.

Consult your external style guide for general insight :

Brand-specific difference and additions.

Rule #1 -

Good examples (Like this) ;

-

Bad examples (Not like this) ;

-

Rule #2 -

Good examples (Like this) ;

-

Bad examples (Not like this) ;

-

Rule #3 -

Good examples (Like this) ;

-

Bad examples (Not like this) ;

-

Common team grammar and punctuation questions.

Q1.

Answer -

Q2.

Answer -

Q3.

Answer -

Q4.

Answer -

Q5.

Answer -

3. Style and tone.

Voice hot points.

Messaging hot points.

Brand Pillars.

Pillar #1.

Pillar #2.

Pillar #3.

4. Personas.

Who are our target audience?

What are their pain points?

How do they like to be communicated with?

5. Content types.

What do the BabyUgo audience want and need?

What content types fulfill this?

Text.

Video.

Images.

Audiobooks / podcasts.

6. Formatting.

Formatting Dos.

Formatting Don'ts.

7. Approved and unapproved content.

Approved content.

Specialised blogs.

Industry publications/resources.

Key brands / competitors.

Market research sources.

Unapproved content.

Industry reviews/community dialogue.

Taboo competitors.