

Corporate Style Guide Outline

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The most important purpose of a corporate style guide is to ensure consistency across written communications produced by your organisation – from blogs published by your marketing department through to your annual report. Some words can be spelled in more than one way, so it's important to outline your organisation's preferences.

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the CEO, About Us page, or general overview of the company's brand and audience.

Style Guide: How to Write One for Your Brand

A style guide outlines the correct portrayal of your brand in written and visual communications including your website, printed documents, email, marketing materials, and more. These materials represent your company and are the first point-of-contact most potential customers and partners will have with your business. Why do you need a style guide?

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As you can see in the style guide template above, they outline their slogans, competitors, market and more. A guide like this is probably not needed for small teams, but larger companies should already have something like this drawn up. Simple Brand Guidelines Examples

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Here's an outline of the process my team used in creating our copywriting style guide: Define Terms; Determine Your Voice and Tone; Establish a Perspective; Outline Grammar Rules; Define Content types; Present, Review and Iterate; Make it Accessible to all; Step 1: Define Terms

Creating a Copywriting Style Guide | by Shruthi Padala ...

A style guide is a book of rules that outlines everything pertaining to the look and feel of your brand. It can be a book, document, poster, pamphlet, PDF, or whatever is easiest for your teams. A style guide defines and explains your typefaces, colors, logos, and everything in between. Without a style guide, your teams might present inconsistencies in their materials.

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