

Our Company Style Guide

Content

Spelling & Grammar: We follow this style guide (link to source) except for the following rules:

- Changes or exceptions
- Changes or exceptions
- Changes or exceptions

Word Count: Generally, we aim for at least ##### words per blog post.

Company Voice: Our company voice can be distilled to these three traits:

1. Trait
2. Trait
3. Trait

Tone: Our voice is consistent, but our tone may change depending on where and what we're writing. Here are some general guidelines for tone in the following circumstances:

- Social media:
- Emails:
- Blog posts:

Audience: Our intended audience is best described by these three traits:

1. Audience trait
2. Audience trait
3. Audience trait

Industry Specifics: Here are some industry terms or phrases that you should know:

- Term: definition
- Term: definition
- Term: definition

SEO Best Practices

Links: These are our guidelines for:

- Internal links:
- External links:
- Slugs for new content:

Text & Formatting: These are our guidelines for:

- Header order:
- Title capitalization:
- Bold & italics:
- Acronyms:
- Introductions:
- Calls to action:

Media Formatting: These are our guidelines for:

- Image sizing:
- Number of images on a post:
- Alt text

Design

Typography: Here are our company fonts:

- Headers: font type, size, weight
- Subheaders: font type, size, weight
- Body text: font type, size, weight

Colors: Here are our company colors:

- Name
 - CMYK
 - RGB
 - HEX code
- Name
 - CMYK
 - RGB
 - HEX code
- Name
 - CMYK
 - RGB
 - HEX code