Avalanche Creative Style Guide

Headers

Order: Use normal order of headers (H2, then H3, then H4, etc.), saving H1 for the title. Use the same header weight for sections of similar educational weight (e.g., "What Is SEO?" and "What Is Keyword Research?" both being H2, even if one immediately follows the other).

Capitalization: Capitalize all words of a title, header, or subheader except for:

- Articles (e.g., a, an, the)
- Coordinating conjunctions (e.g., and, but, for)
- Prepositions fewer than five letters (e.g., at, from, with)

Bold & Italics: Feel free to use bold body text to organize your content when you cannot use headers or subheaders, such as bolding main ideas before they are explained in a bulleted list. Do not use italics as organizational formatting; use it only for emphasis, and use it sparingly.

Content

Spelling & Grammar: We follow AP Style except for the following rules:

- Use the Oxford comma.
- Use singular "they" instead of "he or she."

Word Count: Generally speaking, we aim for at least 1,000 words per blog post. However, there is freedom within that framework. If you feel that your piece of content is complete at 750 words, do not stretch the piece thin just to hit 1,000 words arbitrarily. Quality is more important than word count.

Acronyms & Registered Terms: When introducing a new or branded term, refer to it in its entirety, including any registration marks, during your first reference. Include the acronym in parentheses following the term. Then, feel free to use the acronym in every following reference. For branded terms, feel free to drop the registration mark, trademark, copyright symbol, or other marking in every following reference.

- Acronym Example: We specialize in search engine optimization (SEO). SEO can help your website.
- Registered Term Example: Invisalign® can help straighten your teeth. Many of our patients love Invisalign.

Introductions: Some of our websites include an excerpt introducing the piece of content beneath the title and the author's name. Keep this in mind when writing introductory paragraphs to blog posts to prevent unnecessary overlap. In some cases, you can skip an introductory paragraph altogether and let the excerpt introduce your content.

Calls to Action: Generally, include a call to action in the text on service pages, not blog posts. Typically, blog posts already include a call to action on the page itself.

Links

Internal Links: Use internal links that provide more value for the reader, not just sign-up or contact links. For example, link to a glossary term or additional blog post for "search engine optimization," not our contact page.

External Links: Make sure to set any external links to open into new tabs. Use high quality sources, and avoid linking to direct competitors.

Slugs: Try to limit the slug for the page or post to four or five words. Eliminate stopper words (the, a, and, etc.), especially if they aren't necessary for the keyword phrase we are targeting.

Media Formatting

Image Sizing: If an image is used as a banner, it should be at least 2000 px wide. If used within the blog, it should ideally be the same width as the column itself, usually 700 or 800 px wide. Any image uploaded to a website should be fewer than 100 kB.

Number of Images: Typically, the featured image populates at the top of the blog text. If the featured image instead populates in a large banner, you can feel free to add another image to the blog text. Additionally, if the page content is particularly long, you can add additional images to break up the content.

Alt Text: Be appropriately descriptive with the alt text on images. Do not use the alt text as an opportunity to keyword stuff.

Avalanche Creative Fonts

Headers: Poppins Bold

Body Text: Quicksand Normal

Avalanche Creative Colors

Mountain Navy

- **CMYK:** 91.7, 59.26, 21.83, 4.07
- **RGB:** 23, 100, 146
- **HEX code:** #1B6493

Powder Blue

- **CMYK:** 58.1, 4.2, 6.99, 0
- **RGB:** 91, 192, 224
- **HEX code:** #58C2E3

Spring Green

- **CMYK:** 50, 0, 100, 0
- **RGB:** 141, 198, 63
- **HEX code:** #8DC63F

Lake Teal

- **CMYK:** 80, 10, 45, 0
- **RGB:** 0, 167, 157
- **HEX code:** #13A89E

Slate Gray

- **CMYK:** 0, 0, 0, 87
- **RGB:** 34, 34, 34
- **HEX code:** #222222