

Copywriting

Style Guide

Overview



Describe your company's mission and how using the preferred language helps deliver that goal. Discuss general writing principles to ensure anyone using this guide is creating on-brand content, and use the following sections to discuss its specific details.

Glossary



Branding

Main Slogan	
Motto	
Tagline	

Product or Service Terms & Features

Term	Definition	Example

Voice & Tone



The brand voice is the same throughout, but the tone adjusts based on the situation.

Describe what your voice should sound like and use the table to show the tone that should be followed based on a particular context.

On company website	
On email	
On social media	
On press releases	

Grammar & Mechanics



	Description	Example
Abbreviations & Acronyms		
Active Voice		
Capitalization		
Contractions		
Numbers		
Punctuation		
Pronouns		

Quotes		
URLs & Websites		
Slang & Jargon		
Text Formatting		

Writing for Translation, Accessibility, Inclusivity, and Diversity

Provide an overview of the copy best practices you champion to make audiences feel seen, welcomed, and understood.

	Do's	Don'ts
Translation		
Accessibility		
Inclusivity		
Diversity		

Version History



- MM/DD/YYYY
 - Describe the revision made to the brand guidelines
 - Add the name of the person who revised

