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Welcome to Our Style Guide Template

When Creating Your Editorial Style Guide

1. Make it your own, but you're welcome to [use ours as an example](#).
2. Think of style as *principles that will lead the way* instead of step-by-step instructions.
3. Stick to the basics. Focus on what's most important for someone new to your style to know.
4. For in-depth guidelines, link to external sources, such as wikis, FAQs on a website, or other guides.

Benefits of Using This Google Slides Format

1. You can make your style guidelines more digestible.
2. You can use editable, navigational elements like the sidebar.
3. You can also use a vertical format of our template, which can fit up to 25 pages in the sidebar navigation.
4. You can select "Publish to the web" in the File menu to publish a live slide presentation that you can update at any time from your master Slides doc, which is more convenient than using PDFs (which you can still download). You can share the link and users can refresh the presentation to see the latest version at any time.

[See Our ClearVoice Editorial Style Guide Workbook](#)

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Mission and Vision

What is your brand's North Star? Help creators understand your brand's purpose and reason for being. Share your mission and vision statements, as well as your brand's core philosophy. [Learn more about crafting your mission and vision.](#)

Our Mission — *What We Do*

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum.

Our Vision — *Where We're Going*

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum.

Our Philosophy — *Why We Love It*

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum.

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Our Core Values

In addition to your brand's mission, vision, and philosophy, take the opportunity to share your brand's core values. These values can be principles or directives that apply more than to just content but to all of your operations. Use the "rule of three" as a good place to start. Share three core values with actionable suggestions on how people can support each.

Value #1

- Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum.
- Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum.
- Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis

Value #2

- Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum.
- Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum.
- Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis

Value #3

- Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum.
- Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum.
- Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis

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Voice and Tone

Your brand's voice and tone should support your core values. Although voice and tone are often used as synonyms, don't get caught up on the nuanced differences. Your voice is the content of what you say, while your tone is the way in which you say it. Think of several adjectives or phrases to describe your brand's personality and how they relate to your audience.

Adjective or Phrase #1

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Adjective or Phrase #2

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Adjective or Phrase #3

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Adjective or Phrase #4

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Adjective or Phrase#5

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Adjective or Phrase #6

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Punctuation

Again, we recommend deferring to the [Associated Press Stylebook](#) for punctuation style. However, AP Style doesn't always fit well with digital experiences. Highlight areas where your brand has different requirements for punctuation.

Style Point #1

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Style Point #2

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Style Point #3

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Link Usage and Formatting

Formatting links clearly and consistently is important to maintain readers' expectations of what they'll get beyond each click. Links are also important for SEO. Share guidelines for using links and on the specifics of formatting them. Start with the most important rules here. If you have lots of specifics (or those for various platforms), provide specific examples in another doc or wiki.

Usage and Intent

- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Formatting

- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

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Accessibility

The Americans With Disabilities Act (ADA) also applies to the online world. You can defer to [ADA Best Practices](#) for some guidance. Since your specific guidelines might vary based on your content or distribution platforms, you can highlight the basics here, such as rules for “Alt” text for images. Link to additional resources if you need to.

“Alt” Text Guidelines

- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Additional Guideline #1

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Nemo enim ipsam voluptatem.

Additional Guideline #2

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Additional Guideline #3

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

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Branding

Although you should have a separate Brand Style Guide that goes in-depth, highlighting the basic usage guidelines for your brand name and legal company name is a good place to start. You can also list variations or contextual uses of your brand name that are either approved or not. In the ClearVoice Editorial Style Guide, we addressed the most common issues we encounter. Consider someone writing a press release or article about your brand. How would you prefer they mention your brand?

Brand Name Guidelines

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Terms to Never Use

- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas.

Approved Brand Variation(s)

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem.

Company Name Usage Guidelines

- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

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Boilerplate

Your brand's boilerplate, or company summary, should be a part of your Brand Style Guide. Including your full boilerplate (which can be used in press releases) and/or a shortened version for other content channels can help writers and external parties speak about your brand more consistently. [Learn about writing boilerplates in our how-to post.](#)

Full Version

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis. Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis. Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis

Short Version

Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis. Lorem ipsum dolor sit amet, et affert inermis mel, vel no choro eruditi ponderum. Has detraxit dissentiunt ei. Cu nobis percipit salutatus eum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis